SWsoft, Inc.

User's Guide

SiteBuilder 2.1.3 for Unix

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CHAPTER 1

Preface

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About This Guide

This guide provides detailed instructions regarding operations that can be performed in the SiteBuilder Wizard, a program that enables its users to create and publish websites on the Internet.

Most topics of this guide are devoted to a particular task and the ways to perform it. This guide describes five main steps of a website creation, such as:

1. Creating website design (see page 16)
2. Creating and editing website structure (see page 18)
3. Creating and editing website content (see page 21)
4. Performing extra operations (see page 60)
5. Publishing a website on the Internet (see page 66)

Additionally, the guide describes the procedure of editing a website after it has been created and published on the Internet. Thus providing you with instructions about website update and maintenance. Information about editing published websites see in the After Publishing chapter (see page 67), later in this guide.

Who Should Read This Guide

The target audience of this guide are regular users of SiteBuilder as well as guests, who just work with SiteBuilder in guest mode and create trial websites without publishing them on the Internet. SiteBuilder users and guests do not need any special technical knowledge to use the SiteBuilder Wizard. The process of a website creation and its further publishing on the Internet is quick and easy.

Organization of This Guide

Chapter 2, About SiteBuilder, describes the SiteBuilder interface elements, users, and first steps with the SiteBuilder Wizard.

Chapter 3, Creating WebSite, provides an outline of the way websites are created and edited, and gives the detailed instructions about creating a website using the SiteBuilder Wizard.

Chapter 4, Publishing WebSite, contains instructions about how to publish your website.

Chapter 5, After Publishing, tells how to edit and update your website after you have published it.

Documentation Conventions

Before you start using this guide, it is important to understand the documentation conventions used in it.

Typographical Conventions

The following kinds of formatting in the text identify special information.

Formatting convention	Type of Information	Example
Special Bold	Items you must select, such as menu options, command buttons, or items in a list.	Go to the QoS tab.
	Titles of chapters, sections, and subsections.	Read the Basic Administration chapter.
Italics	Used to emphasize the importance of a point, to introduce a term or to designate a command line placeholder, which is to be replaced with a real name or value.	The system supports the so called *wildcard character* search.
`Monospace`	The names of commands, files, and directories.	The license file is located in the `httpdocs/common/licenses` directory.
`Preformatted`	On-screen computer output in your command-line sessions; source code in XML, C++, or other programming languages.	`# ls –al /files` `total 14470`
`Preformatted Bold`	What you type, contrasted with on-screen computer output.	**`# cd /root/rpms/php`**
CAPITALS	Names of keys on the keyboard.	SHIFT, CTRL, ALT

KEY+KEY	Key combinations for which the user must press and hold down one key and then press another.	CTRL+P, ALT+F4

Feedback

If you spot a typo in this guide, or if you have thought of a way to make this guide better, we would love to hear from you!

If you have a suggestion for improving the documentation (or any other relevant comments), try to be as specific as possible when formulating it. If you have found an error, please include the chapter/section/subsection name and some of the surrounding text so that we could find it easily.

Please submit a report by e-mail to userdocs@swsoft.com.

CHAPTER 2

About SiteBuilder

SiteBuilder provides unique capabilities for you to create, publish, and maintain your websites without any knowledge of HTML or other programming languages. The SiteBuilder website content management solution enables wide groups of users to create their websites with minimum efforts.

The SiteBuilder main benefits are the following:

- Easy-to-use web interface implemented as a five-step point-and-click Wizard enables you to build and publish your websites following a simple straightforward scenario.
- More than 500 high-quality templates with color variants offer rich opportunities for you to make your websites attractive and effective.
- Powerful 'What You See Is What You Get' Editor (WYSIWYG Editor) enables you to see the entire page context while editing the contents. All changes on web pages can be tried and viewed before they are submitted.
- Ten SiteBuilder modules add more functionality to your website pages, such as counters, bloggers, forums, guest books, and many others. Also, you can create specialized service pages, such as e-shops and photo galleries.

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Main Steps to Create Website

As a rule, the process of creating a website includes three main stages: planning, implementation, and website updating or maintenance.

Planning: The first and most essential stage in any project is planning. Before starting with SiteBuilder, think about the purpose of your website and its target audience. After this, decide where your website will be stored, or, in Internet terminology, hosted. This stage is beyond the scope of this document. We assume that if you have access to SiteBuilder, you have all resources required for website hosting. Then, you should develop a detailed structure of your future website and prepare its contents, including text information and graphics. The planning stage is extremely important because it eventually determines the usefulness of your website.

Implementation: The next stage is the implementation of your website. The five-step SiteBuilder Wizard takes you through the entire procedure of creating your website, from initial design to publishing and maintenance. The following are the main steps required to create a website using SiteBuilder:

1. Open the SiteBuilder Wizard. You can start working with the Wizard without user authorization (no login and password needed).
2. Complete the first four Wizard steps.

Open the Publish tab. At this step,you will see detailed instructions about how to access your new website so that you can edit it. Your website created using the SiteBuilder Wizard is saved as a *trial* site in a temporary storage directory on the SiteBuilder server. On the Publish tab, you will see an automatically generated site identifier. Using this link to the trial website, which might look like http://site_identifier.sitebuilder.hosting_provider.com, you can later return to your website, edit and publish it (about editing your website, see the After Publishing chapter (see page 67), later in this guide). Change the site identifier to some name you can easily remember (click Change My Site Identity).

3. After you purchase hosting services from your provider, you will be provided with a domain name. Tell the SiteBuilder Administrator the domain name where your website will be hosted. The SiteBuilder Administrator will enter your domain name in the publish properties for your website in the SiteBuilder Administrator Panel. After publication, your website will be available on the Internet.
4. Enter the link to your trial website in the address bar of the browser window. Your website will open in the browser window. Click Edit at the top of the website to launch the SiteBuilder Wizard. Now you can edit the content of your website. After editing, click Publish. The updated content of your website will be transferred to the server where your website is hosted. After publication, your website will be available on the Internet.

Maintenance: When you complete the above steps, your website becomes available for visitors. It is critical to keep your website content fresh because this is a good way to show your attitude to customers and services. Therefore, always be sure that your website is updated on a regular basis.

In SiteBuilder, it is easy to keep your website content up-to-date. All you need to do is to log into the SiteBuilder using the website identifier and your password, edit the content, and click Publish. SiteBuilder will automatically transfer the updated content to your hosting location.

For detailed instructions about what you can do at every stage of creating your website, see the following chapters.

SiteBuilder Users

There are three types of users in SiteBuilder: *Administrator*, *Reseller*, and *User*.

1. *User* is a client who want to create and update websites using the SiteBuilder Wizard, which is a client part of the application. The SiteBuilder Wizard is an ideal tool for even non-technical users to design their own websites. The Wizard has a WYSIWYG editor, a graphical interface process, which enables a user to view the end-result during a site creation. A WYSIWYG HTML (Hypertext Markup Language) editor generates an HTML markup but displays the document as it would be viewed with a web browser. The SiteBuilder Wizard can be used with programs such as photo gallery, e-shop, PayPal, blogs, voting, and much more. The Wizard also has an advanced internet statistics program that can generate twenty separate web statistics reports. To start working with the SiteBuilder Wizard, you do not need special accounts.
2. *Administrator* is a user with administrator permissions who manages the SiteBuilder functionality and configures SiteBuilder settings for users through the Administrator Panel. SiteBuilder Administrator can perform a variety of management tasks, such as configure system parameters (database settings, language, licensing, and backup options), set up publishing options, manage websites, and define the components that will be available for users. Administrator also adds and manages Resellers accounts, that is adds allowed hosts and websites to Resellers accounts or disassociates hosts or websites from Resellers accounts. For more information about Administrator functionality, refer to the *SiteBuilder 2.1.3 for Unix Administrator's Guide* (you can get it here (http://www.swsoft.com/en/products/sitebuilder2/docs/)).
3. *Reseller* is SiteBuilder subadministrator who can sell website construction services to end-users. Resellers manage websites of their customers, define plans for website construction services, and define the hosts on which users can publish their websites. Resellers work through the Administrator Panel. Resellers have their accounts (login and password) for logging into the Administrator Panel. For more information about Resellers and their functionality, refer to the *SiteBuilder 2.1.3 for Unix Administrator's Guide.*

CHAPTER 3

Getting Started with SiteBuilder

This section describes your first steps with the SiteBuilder Wizard.

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Starting to Work with SiteBuilder 11
Introducing SiteBuilder Wizard Interface 13
Getting Help 14

Logging into SiteBuilder

To log into the SiteBuilder Wizard for the first time and start creating your website

1. Open your web browser.
2. Enter the URL, that your SiteBuilder Administrator has given to you, into the address bar of your browser. For example, the URL can be

   http://sitebuilder.hosting_provider_domain.com/sitelogin.php

   The SiteBuilder Wizard opens on the first Overview page.

   You can also access the SiteBuilder Wizard from the website of your hosting provider.

Note: If you bought the SiteBuilder service as a part of Plesk hosting service, you can log into the SiteBuilder Wizard right from the Plesk control panel by clicking the SiteBuilder icon in the Domains section of the client interface.

Starting to Work with SiteBuilder

After you have logged into the SiteBuilder Wizard, you can overview the SiteBuilder functionality and select its interface language. The following picture displays the Overview page, where you can see short descriptions of five steps of the Wizard.

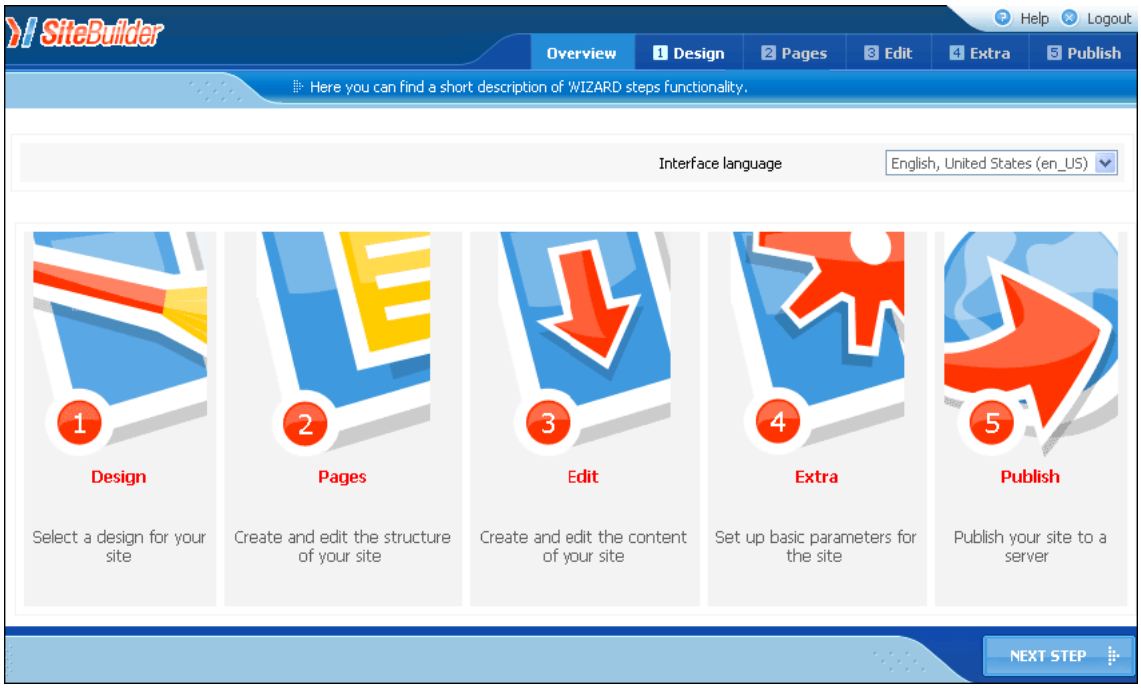

Figure 1: Starting to Work with SiteBuilder

The SiteBuilder steps are the following:

- Design enables you to choose your website layout, color scheme, button style, a flash movie for the first page, and so on.
- Pages enables you to create and edit your website structure.
- Edit enables you to create and edit your website content.
- Extra enables you to set up basic parameters for your website.
- Publish enables you to publish your website to the server.

To start creating your website

- Click the Design tab at the top of the page.

  OR
- Click Design in the main work area.

  OR
- Click Next Step in the lower right corner of the page.

To change the Wizard interface language, select the language you need from the Interface language list.

Note: If you use SiteBuilder for the first time, only two tabs are available at the beginning: Overview and Design. If you have already done something and stopped at some stage, click this stage to continue editing your website.

Introducing SiteBuilder Wizard Interface

Typical SiteBuilder Wizard page is shown on the following picture.

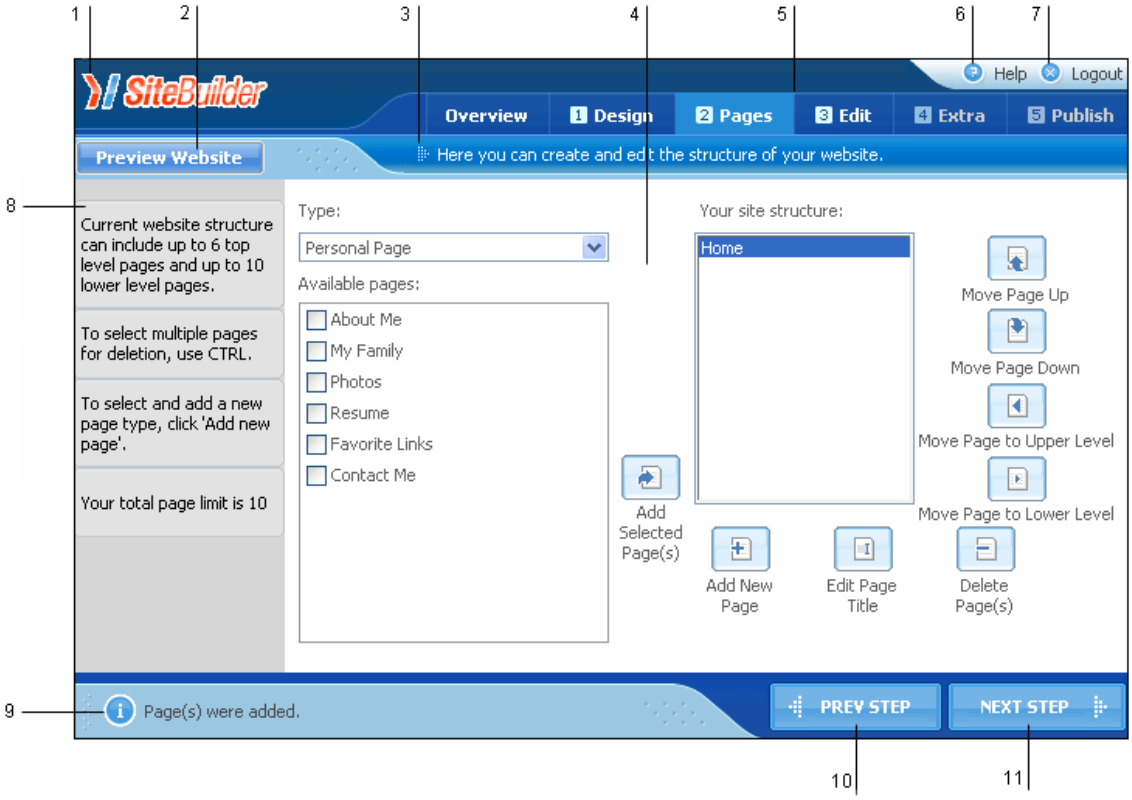

Figure 2: Introducing SiteBuilder Wizard Interface

Every SiteBuilder Wizard page consists of the following elements:

1 Logo is located in the top frame of the SiteBuilder Wizard. The default logotype is a SiteBuilder image linked to the SWsoft official website. This image can be customized by a SiteBuilder Administrator.

2 Preview Website allows to preview a website at the every stage of website creation.

3 Top help string provides short instructions about the operations you can do on this page.

4 Work area displays the interface options available for the tab selected in the top frame.

5 Tabs allow to switch between five Wizard steps. The tabs that are available for you at the current stage of creating a website are shown as active. For example, you cannot open the Edit tab until you have created a structure of web pages on the Pages tab.

6 Help button opens HTML help topics, where you can easily find the information you need using the Contents and Index tabs.

7 Logout button finishes the current session with the SiteBuilder Wizard.

8 Help tips provide detailed instructions about what you can do on the screen you are currently on.

9 Command bar at the bottom of the window displays the result of your last command.

10 Previous Step enables you to get to the previous step of the Wizard (you can also return to another step by selecting the corresponding tab in the top frame area).

11 Next Step switches you to the next step of creating your website (you can also click the next tab in the top frame area).

Getting Help

The SiteBuilder help system has been created to assist you in solving problems you might encounter when creating your website. Finding answers on your own takes less time and is definitely more satisfying than any other way. To find the information you need, you can do the following:

- *Use on-screen context-sensitive help.* It is the easiest and quickest way to get instant help with your immediate tasks. Using context-sensitive help will not interrupt your workflow. The Top help string contains short instructions about the operations that are available on the current page. If you need more information about available options, take a look at the help tips in the left frame. The Command bar at the bottom of the screen displays the result of the last command you have performed on the SiteBuilder page.
- *Read user documentation*. To open the HTML version of the User's Guide, click Help at the top of any SiteBuilder page. Find the information you need using the Contents or Index tabs. If you prefer to read PDF documentation, download the files from the official SWsoft website at http://www.swsoft.com/en/products/sitebuilder/docs/ (http://www.swsoft.com/en/products/sitebuilder/win/docs/) .
- *FAQ*. For the fastest way to solve problems, check out the SiteBuilder FAQ page (http://faq.swsoft.com (http://faq.swsoft.com)) that provides instant access to solutions for a variety of questions. Select the SiteBuilder category and view the list of FAQs related to SiteBuilder.
- *Online forum*. If you failed to solve your problem using the ready-to-use FAQs, join our online forum at http://forum.swsoft.com/ (http://forum.swsoft.com/). Here, all users can post questions, exchange ideas, and troubleshoot common problems. However, this forum is an informal one.
- *Technical support*. If you have any problems or questions that are not covered in the documents or online services, please contact SWsoft Technical Support (mailto:support@swsoft.com).

CHAPTER 4

Creating Website

This chapter describes the steps of creating a fully featured website, starting from a website design to gathering website statistics.

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Creating and Editing Website Content..... 21
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Creating Website Design

To create a design for your website, on the Overview page click the Design tab. The Design page opens.

Figure 3: Creating Website Design

On the Design page, you can customize your website design using the following buttons in the navigation pane:

- Layout enables you to define how separate elements, such as a company logo, head banner and navigation buttons, are arranged on web pages.
- Color Scheme enables you to edit a website color scheme to make your website look more attractive and efficient.
- Head Banner enables you to choose a head banner from the set of images available in the Wizard. You cannot use your own images as head banners.
- Buttons enables you to choose a type of buttons, that is links used to navigate through website pages.
- Logotype enables you to replace SiteBuilder logo with your own and re-brand SiteBuilder using it.
- Flash Intro adds more visualization to your website. Flash intro is a short flash movie played on the introductory page.
- Info enables you to enter information about your company and website, such as the company name, copyright, URL to the corporate website, and the slogan.

To create a design for your website

1. Click Layouts in the navigation pane to select a layout for your website. Click Preview under a layout to view its enlarged image. Click Select Layout or the layout image to select the layout.

   SiteBuilder offers an extensive set of layouts so that you can select the one that best fits your needs. You can browse layouts by categories or may prefer to browse all available layouts. To browse layouts by category, select the desired category in the Category list at the bottom of the page. To view all available layouts, select All categories in this list.

   To preview your future website, click Preview Website at the top of the navigation pane. In the preview mode, you can see how your website (with current contents and settings) will look in a web browser window.

2. Click Color Scheme in the navigation pane to define a color scheme for the selected layout. Click Select Color to apply the desired color scheme to the selected layout.

3. Click Head Banner in the navigation pane to change the default head banner image. Select the image you like and click it. To view an enlarged image, click Preview.

4. Select Buttons in the navigation pane to customize the design of buttons used to navigate through website pages. Select the button design you like and click Select Button.

5. Click Logotype in the navigation pane to upload a logotype of your company to the website. In the New logo field enter the full path to the logo image file (a .gif or .jpeg file). The recommended size of the logo image depends on the selected template.

6. Click Flash Intro in the navigation pane to insert a short flash movie that will be played on the introductory web page. On the page that opens, select a flash movie.

   Select Enable Flash Intro to play the selected flash movie on the introductory page of your website. In the fields below, enter the heading and body text for the selected flash movie. Select the color for the flash and objects used on the flash movie from the Background scheme and Object scheme lists. Click Apply.

7. Click Info in the navigation pane to place the company name, slogan, URL, and copyright on your website (all these elements are optional and depend on the selected template). Provide the required information in the corresponding fields and click Apply.

After the general design is ready, you can move to the next step. Click Next Step or the Pages tab to define the structure and pages for your future website.

Creating and Editing Website Structure

A website consists of several pages linked together in an organized way to present information in an ordered way. Using SiteBuilder, you can arrange the pages in two levels of hierarchy - top-level pages and second-level pages. Therefore, you must clearly understand how you intend to structure your website.

You can add three types of pages to your website:

- HTML pages use only HTML (HyperText Markup Language) code to present information.
- Photo gallery pages provide a convenient way to store and organize your pictures on the website (this type is optional; it depends on your business plan)
- Shop pages offer website visitors an opportunity to purchase your products online (this type is optional, it depends on your business plan).

Note: The maximum number of top-level and second-level pages you can create using SiteBuilder is 60 (6 top-level pages and 10 second-level pages). This is the limit of the SiteBuilder application. In addition, the total number of pages you can add is also limited by the business plan defined either by the SiteBuilder Administrator or a Reseller. In the figure below, the maximum number of pages allowed by the business plan is 10 (see this message in the navigation pane on the Pages page). If you want to add more pages than allowed by your plan, please contact the SiteBuilder Administrator or Reseller.

To facilitate working with SiteBuilder, HTML pages are grouped as pre-defined sets of pages, which are different for various types of websites (business, personal, or other). Depending on the purpose and functionality of your future website, you can use a ready-to-use page set and modify it to adjust the structure of your website to your needs.

To edit a website structure, click the Pages tab. The Pages page opens.

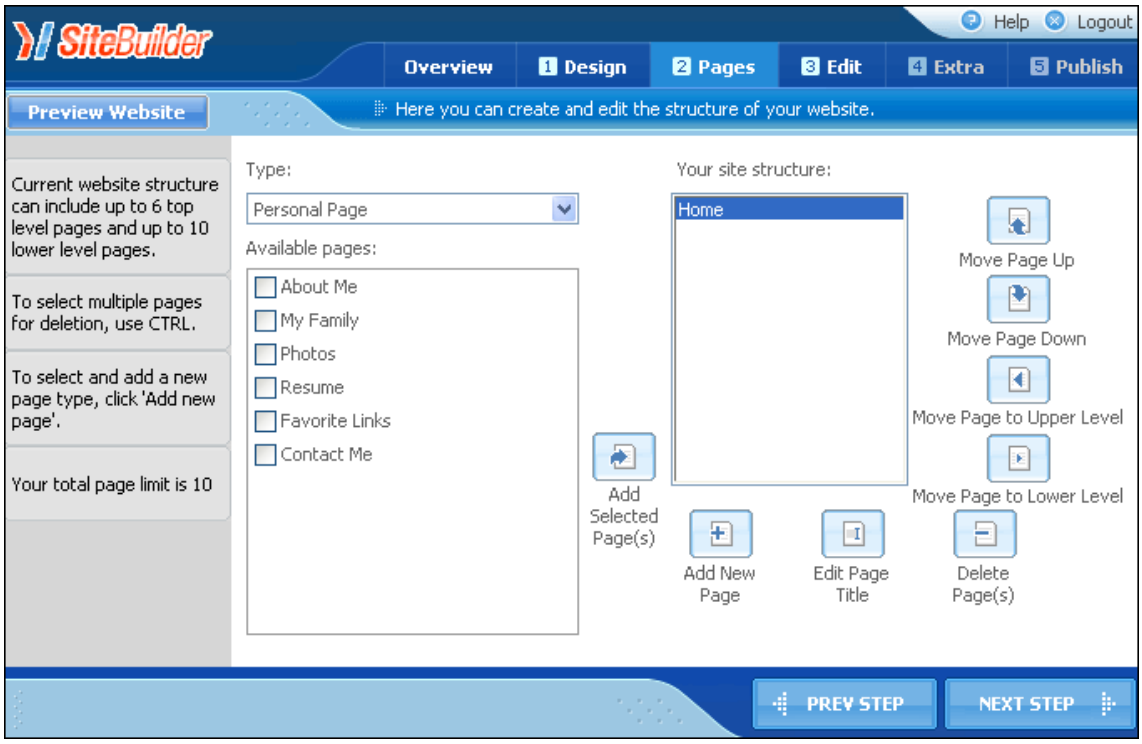

Figure 4: Creating and Editing Website Structure

To add pages to your website and organize them in a hierarchical structure

1. Select a type of your future website from the Type list. A set of pages for the selected type appears in the Available pages box.
2. From the Available pages box, choose the pages that you want to add to your website by selecting the corresponding check boxes.
3. Click Add Selected Page(s) to add the selected pages to your website structure.
4. Edit your website structure using the buttons next to the Your site structure box.
   - To add a new page to the website structure, click Add New Page. An additional screen appears (in the following picture this screen is gray). Select the type of the page (HTML page, Photogallery page, or Shop page) from the Type list and type the title for the new page in the Title field.

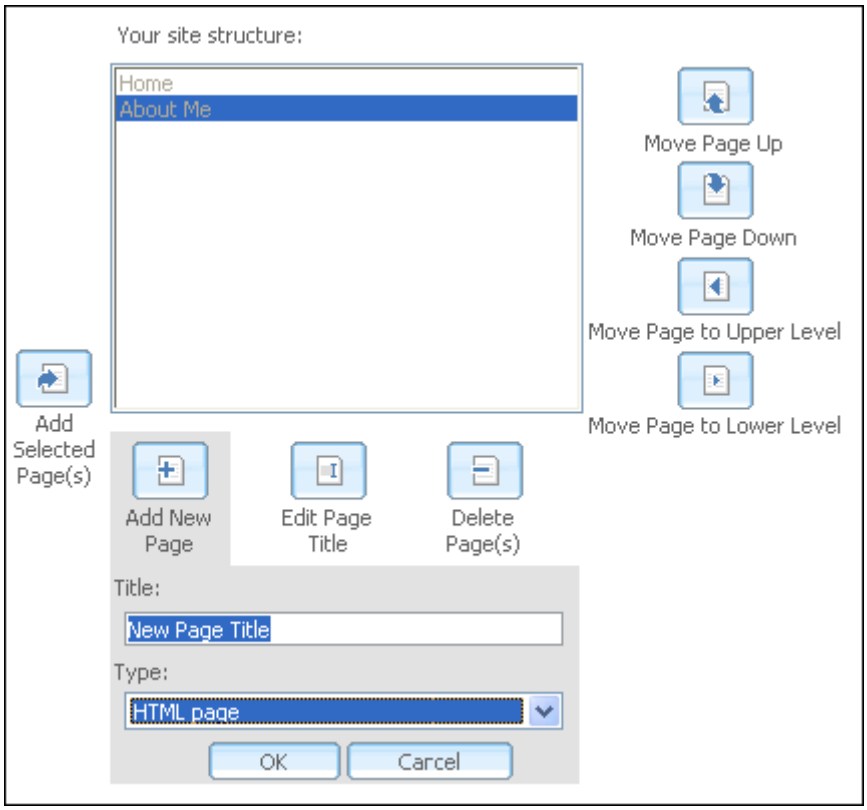

Figure 5: Adding New Page

- To edit a page title, select the page in the Available pages box, click Edit Page Title, and type the new name in the Title field.
- To delete a page, select it in the Your site structure box and click Delete Page(s).
- To move a page up or down at the same level, select it in the Your site structure box and click Move Page Up or Move Page Down respectively.
- To move a page from the second level to the top level, select it in the Your site structure box and click Move Page to Upper Level.
- To move a page from the top level to the second level in the structure, select it in the Your site structure box and click Move Page to Lower Level. Pages at the second level are marked with "..." before their titles.

5 To preview the current version of your website, click Preview Website in the top left corner of the window.

Note: You can preview the website at any stage of its creation.

When you finish working with the website structure, click the Edit tab. You will be asked to save changes to the website structure. Click OK to move to the Edit tab.

Creating and Editing Website Content

The SiteBuilder application is empowered with a user-friendly WYSIWYG content editor, which enables you to see the content on the display screen exactly as it will appear on the Internet. The SiteBuilder editor is organized in such a way that the text you type on pages and the design of pages are independent. Therefore, you can completely change the design for a page after you have typed a text on this page. You will not have to retype the text.

To create and edit your website content, click the Edit tab. The Edit page opens.

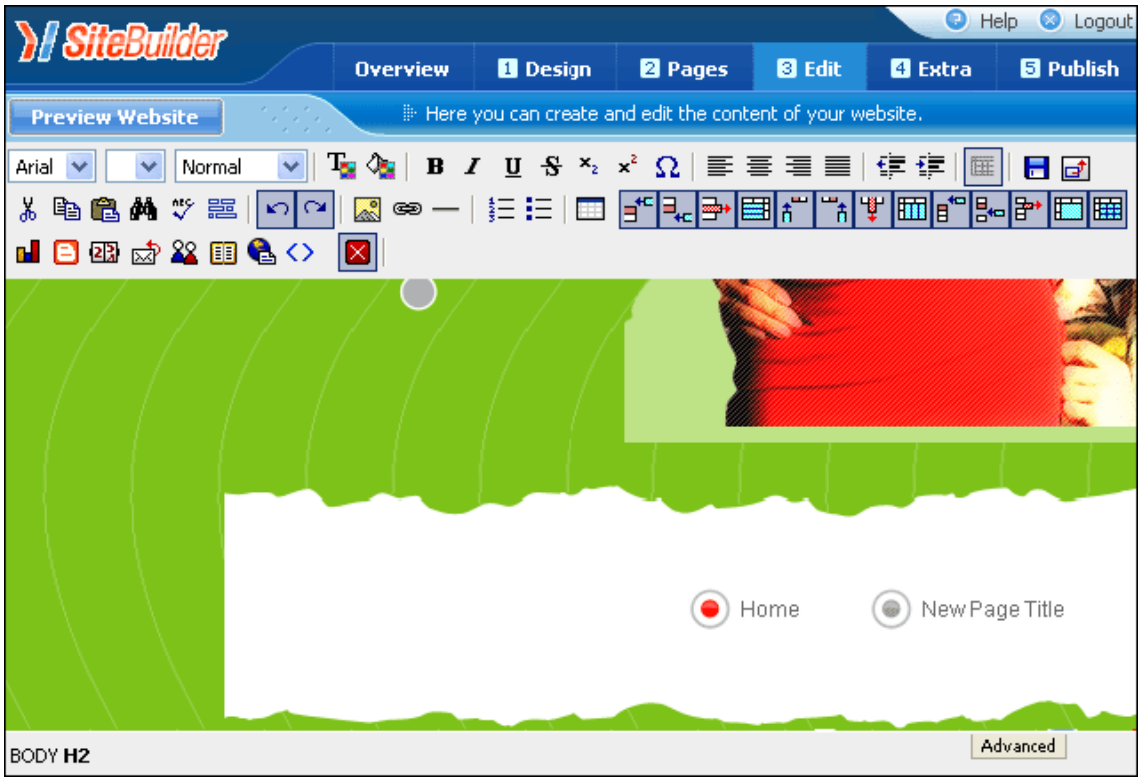

Figure 6: Creating and Editing Website Content

The interface of the SiteBuilder editor is familiar to users who have had a previous experience with the *Microsoft Office* application bundle. The editor main window consists of the following parts:

1 Editor toolbar provides access to commands used to edit textual information.

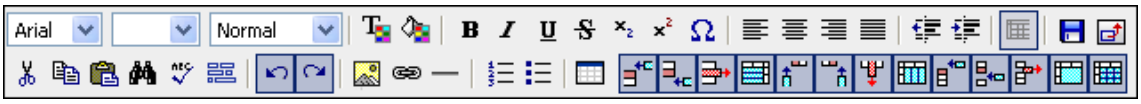

Figure 7: Editor toolbar

2 Modules toolbar contains modules icons used to insert modules into HTML pages.

Figure 8: Modules toolbar

3 Work area, where you can add and edit the contents of your website. To navigate to different pages of your website, click the corresponding links.

4 Advanced toolbar enables you to view and edit the HTML structure of the part of text where your mouse cursor is on.

If the default size of the editor window is too small for you, click Full screen to enlarge the editor window to the full screen. To return to the smaller SiteBuilder screen, click Normal screen .

To save the changes you have made while editing the content, click Save changes .

Editing Textual Information on Web Pages

This subsection tells how to work with textual information on your web pages. You will know how to format characters and paragraphs, cut, copy, paste text, insert images and links.

Formatting Characters

Using the Editor toolbar, you can change the following parameters:

- Font
- Size
- Style
- Color
- Font Settings
- Symbols

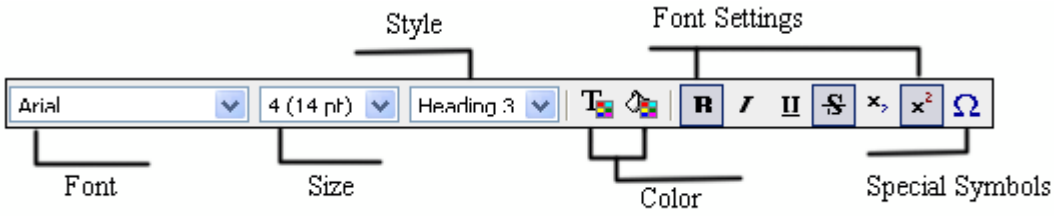

Figure 9: Formatting Characters toolbar

To apply formatting to a text

1. Go to the Edit page and choose the web page where you want to edit the text.
2. Place your mouse cursor on any place on this page and type your text.
3. Select the portion of the text you want to change (even one character will suffice).
4. Select a font you like from the Font list.
5. Select the needed font size from the Size list.
6. Select the appropriate style from the Style list.
7. Click Font color to choose the font color.
8. Click Background color to choose the background color.
9. Click Bold **B**, Italic *I*, Underline U, or Strikethrough S to make the text bold, italic, underlined, or strikethrough respectively.
10. Click Subscript x_2 or Superscript x^2 to make the text subscript or superscript respectively.
11. Click Insert symbol Ω to insert special symbols into the text, such as copyright character, letters of other alphabets, and other signs.

Note: Use styles to apply a particular format to the selected text. This ensures that similar pieces of text are formatted in the same way, thus maintaining consistency throughout your website.

Formatting Paragraphs

Paragraph indentation and alignment are the main parameters that define the position of a paragraph on a page. Indentation determines the distance of the paragraph from the left margin of the page. Alignment determines the orientation of paragraph edges.

Using the SiteBuilder Editor toolbar, you can do the following:

- Increase or decrease the indentation of a paragraph.
- Make a paragraph left-aligned, center-aligned, right-aligned, or justified. In case of justified alignment, the text is spread evenly between the left and right margins of the page.
- Visually separate the logical parts of textual information using horizontal rules.

To apply formatting to a paragraph

1. Select the text which you want to format.
2. Apply the following formatting commands:
   - To align the text, click Justify left , Justify center , Justify right , or Full justify on the toolbar.
   - To change the indentation of the selected text, click Increase indent or Decrease indent on the toolbar.
   - To insert a horizontal rule, place a cursor in any place on the page and click Horizontal rule to insert the rule.

General Commands

Using the SiteBuilder Editor toolbar, you can do the following:

- Move or copy text and graphics
- Undo or redo the last action you have made
- Search and replace text
- Check spelling
- Select the entire text of a page

To move or copy text or graphics

1. Select the needed item.
2. Do one of the following:
   - To move the item, click Cut .
   - To copy the item, click Copy.
3. Click where you want the item to appear.
4. Click Paste.

To undo the last action, click Undo. If you later decide that you do not want to undo the last action, click Redo .

To search a word or phrase

1. Click Find. The Find and Replace dialog box opens.

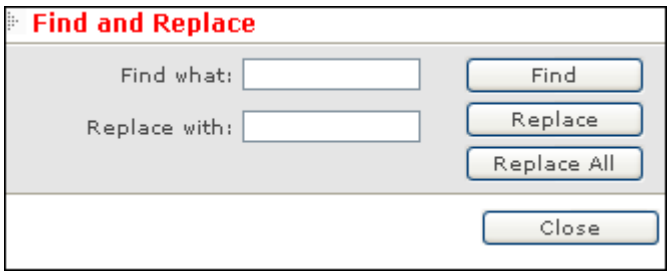

Figure 10: Searching text

2. In the Find what field, enter the text you want to search for.
3. Click Find.

You can automatically replace text, for example, you can replace "piple" with "papal". To replace text

1. Click Find. The Find and Replace dialog box opens.
2. In the Find what field, enter the text you want to replace.
3. In the Replace with field, enter the replacement text.
4. Click Replace or Replace All.

To check spelling on the page

1 Click Check Spelling (for English language). The Check Spelling dialog box opens.

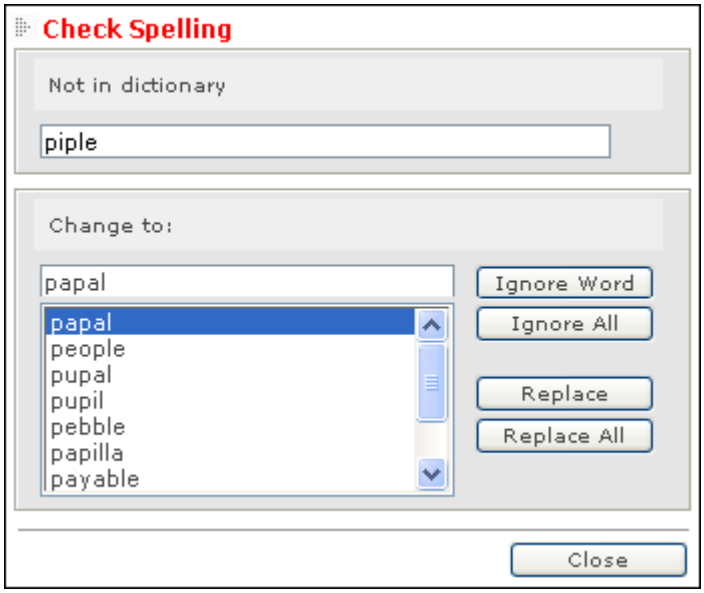

Figure 11: Checking Spelling

2 In the Not in dictionary field, a possible spelling mistake is shown.

3 If you are sure that the word found by the Check Spelling editor is not misspelled, click Ignore or Ignore All.

4 If you want to replace the misspelled word, type the replacement word in the Change to field and click Replace or Replace All.

To select the entire text on the page, click Select All.

Inserting Images

Using the SiteBuilder Editor toolbar, you can insert any images into web pages.

To insert an image

1. Click where you want to insert a picture.
2. Click Insert/Modify Image. The Insert/Modify Image dialog box opens.

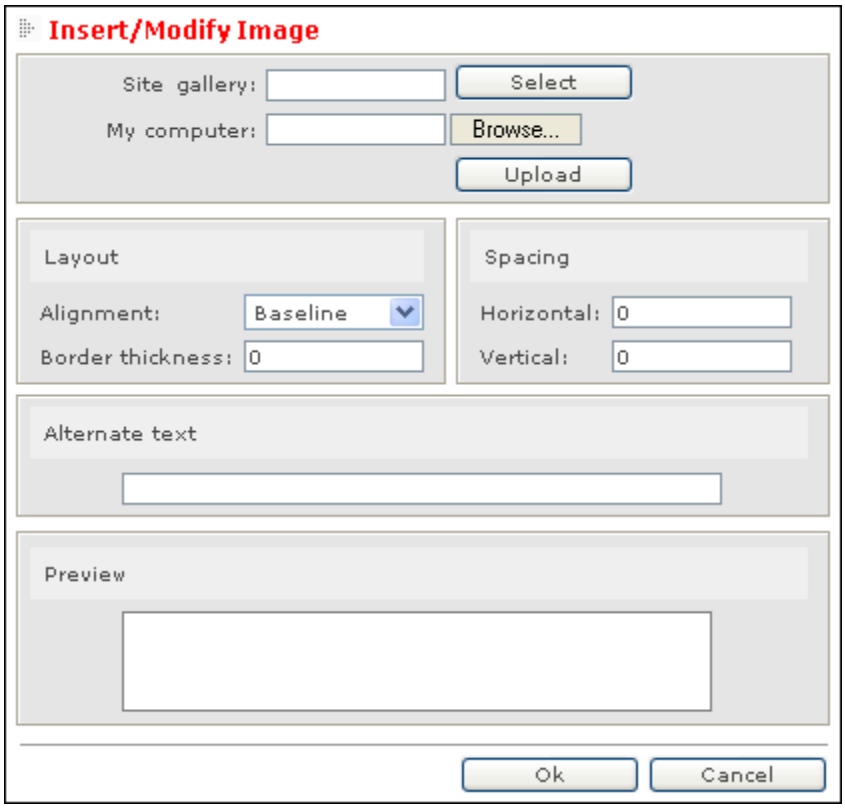

Figure 12: Inserting Image

Note: You can insert a picture either from the website gallery or from a local computer. The website gallery contains images that are already used on your web pages. By default, the website gallery is empty. You have to upload files to the website gallery to be able to reuse them later on pages.

3. If the website gallery contains some pictures, click Select. You will see the Image Navigator dialog box that displays all pictures stored in the website gallery. Select a picture and click OK.

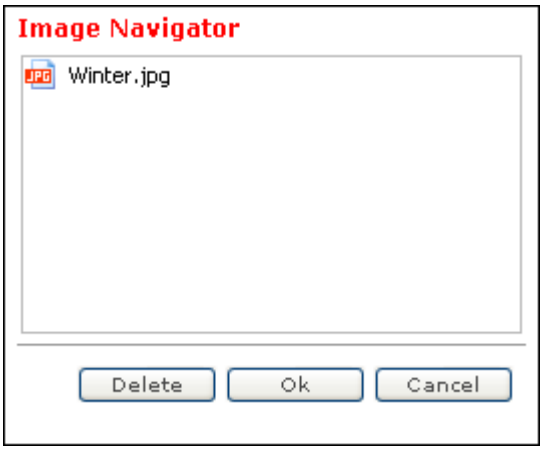

Figure 13: Image Navigator

If the website gallery is empty, click Browse to upload a picture from your local computer. Navigate to the target file on your hard disk. Click Upload to add the selected image to the website gallery.

4 In the Layout group, select from the Alignment list position for the picture to define how the picture will be aligned on the page: left, right, atop of the text, and so on. In the Border thickness field, enter the number of pixels for the border around the picture. The default value 0 means that the picture will not be bordered.

5 In the Spacing group, define the indentation of the picture. Enter the number of pixels for indentation into the Horizontal and Vertical fields respectively.

6 In the Alternate text field, enter a short description of the picture that will be displayed for those users who are unable to view pictures in their browsers (if, for example, the Show pictures option is disabled in browser options). Instead of pictures, the respective alternate texts will be output.

You can preview the image in the Preview box.

7 Click OK. The picture appears on your page.

To resize a picture, click it on the web page. Small squares appear around its perimeter. Click one of them and drag the mouse to resize the image.

To move a picture to another location on the page, click it and drag it to the new location and then release the mouse.

To edit picture properties, double click it to open the Insert/Modify Image dialog box where you can modify the above-described properties.

Inserting Links

Using SiteBuilder, you can insert both internal and external links. Internal links point to other places of your website, taking the reader to related pages. External links pointing to other websites are often used to improve your website popularity and increase your website visitor traffic (the so-called link exchange).

To insert a link

1 Click Insert web link. The Insert/Modify Link dialog box opens.

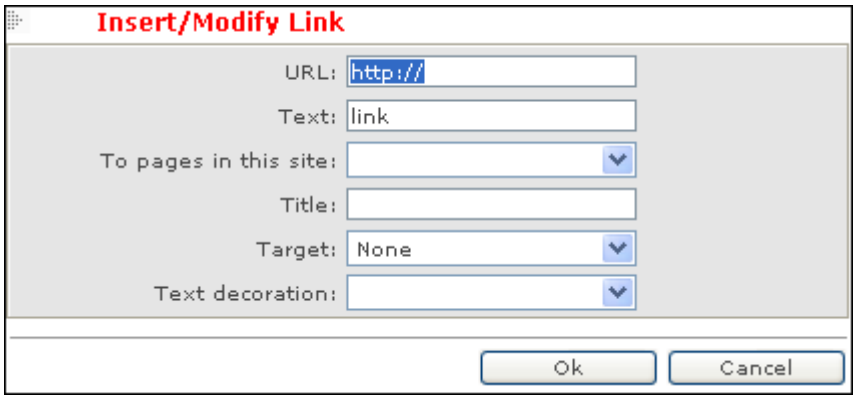

Figure 14: Inserting Link

2 To insert an external link pointing to another website

- Enter the website address (URL) in the URL field, for example, www.swsoft.com.
- Enter the name for this link as it will be displayed on the page in the Text field.

3 To insert an internal link pointing to other pages of your website

- Select the page you want the link to point from the To pages in this site list.
- Enter the name for this link as it will be displayed on the page in the Title field.

4 From the Target list, select how the link will open: in a new browser window or in the same window. Usually, internal links open in the same browser window, whereas external links open in a new window.

5 From the Text decoration list, select how the link will appear on the page: underlined, overlined, or with strikethrough formatting. If you select None, the link will not be distinguished from the context. As a rule, links are underlined.

6 Click OK to insert the link.

To edit an existing link, double click it on the page. The Insert/Modify dialog box opens where you can change the above-described settings.

Working with Tables

This section describes how to work with tables. You will know how to insert tables, add and delete rows, columns and cells, merge and split cells, drag tables.

Inserting Tables

Tables are used to organize textual and numerical information in a convenient and clear way. They represent even large amounts of textual information in an easy-to-read format. Tables consist of grids formed by rows and columns. On web pages, tables are often used as a formatting tool to maintain the size and proportion of page borders in all browsers and output formats. Borders can be made invisible and information in a table appears as formatted in a desired way. For example, this can be useful when organizing the text in several columns, like in a newspaper.

To insert a table

1. Place the cursor where you want to insert a table.
2. Click Insert/Modify Table. The Insert/Modify Table dialog box appears.

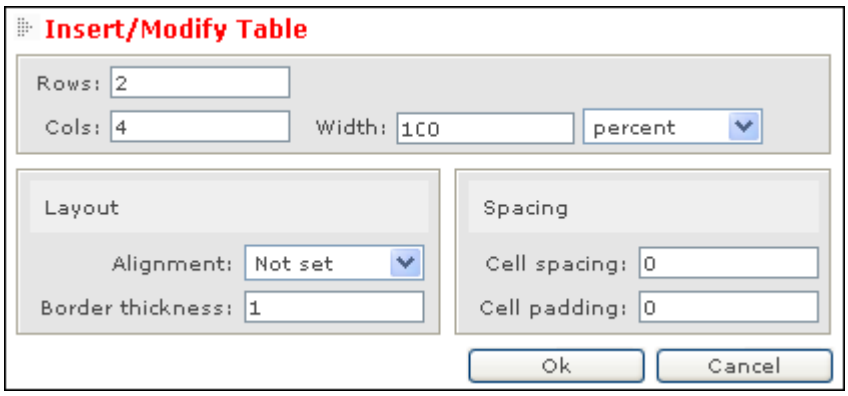

Figure 15: Inserting Table

3. In the Rows and Cols fields, enter the desired number of rows and columns for the new table.
4. In the Width field you can determine how much space the new table will occupy on the screen. Select the measurement unit from the list next to the Width field (percent, pixels, or points) and enter the value.
5. From the Alignment list, select how the table will be aligned: to the left, center, or right of the web page.
6. In the Border thickness field, enter the width of the table borders (in pixels). Enter 0 to make them invisible.
7. In the Cell spacing field, enter the number of pixels to specify the space between the cells of the table. This value can be used to create margins within the text.
8. In the Cell padding field, enter the number of pixels to set spacing between the boundary of the cell and the text inside the cell.
9. Click OK.

The new table appears on the web page. Click in a table cell to type the information.

You can edit table properties, such as border width, cell spacing, and the width of an existing table.

To edit table properties

1. Double click the table on the web page.
2. In the Insert/Modify Table dialog box, change the layout, spacing, and width options for this table (the number of rows and columns cannot be changed).

Click OK to save the changes.

Adding Rows, Columns, and Cells

After the table is inserted, the icons related to table formatting become active on the SiteBuilder Editor toolbar.

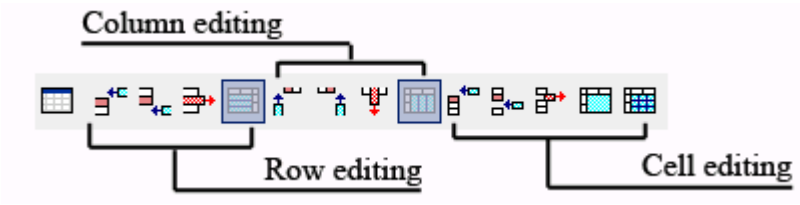

Figure 16: Table Editing toolbar

To add rows, columns, or cells to a table

1. Place the cursor in the table where you want to add a new row, column, or cell.
2. Click one of the following icons:
   - Insert row before or Insert row after to insert a row above or under the cursor respectively.
   - Insert column before or Insert row after to insert a column to the left or to the right of the cursor respectively.
   - Insert cell before or Insert cell after to add a cell above or under the cursor respectively.

Deleting Rows, Columns, and Cells

When working with a table, you may need to delete unnecessary rows, columns, or cells.

To delete rows, columns, or cells from a table

1. Place the cursor in a row, column, or cell that you want to delete (you can delete only one element at a time)
2. Click one of the following icons:
   - Delete row to delete a row.
   - Delete column to delete a column.
   - Delete cell to delete a cell (the cells will be shifted to the left).

Merging Cells

You can merge neighboring cells so that they form a single cell. Multiple cells can be merged either vertically or horizontally.

To merge cells in a table

1 Place the cursor in the cell you want to merge with other cells.

2 Click Merge cell . The Merge Cells dialog box opens.

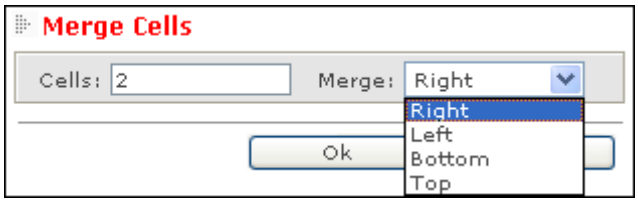

Figure 17: Merge Cells dialog box

3 In the Cells field, enter the number of cells you want to merge.

4 From the Merge list, select the merging direction starting from the current cursor position.

5 Click OK.

Splitting Cells

You can split a cell in a table into two equal cells or split a merged cell into the original number of rows and columns.

To split a single cell into two equal cells (that was not merged before)

1 Place the cursor in the cell you want to split.

2 Click Split cell to split the current cell (where the cursor stands) into two equal cells.

To split merged cells into rows or columns

1 Place the cursor in the cell merged downwards.

2 Click Split row or Split column to split the current cells into rows or columns.

Dragging Tables

You can move a table all along the web page using a simple drag-and-drop operation.

To move a table

1. Point the mouse cursor at a table.
2. Drag the table to the desired location and drop it.

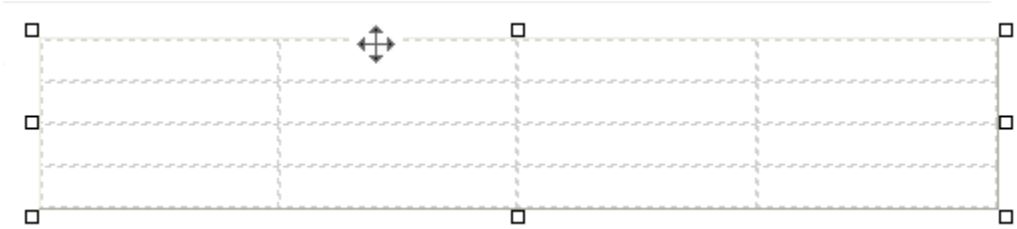

Figure 18: Dragging Tables

Using SiteBuilder Modules

SiteBuilder has the following modules (the Administrator or Reseller determines which modules are available for you in accordance with the selected Plan):

- Votes Editor
- Blogger Editor
- Counter
- Feedback Forms Constructor
- Forum Editor
- Guestbook Editor
- RSS Reader

Script Editor The most general rules for working with all SiteBuilder modules:

- The modules icons are located on the Modules toolbar of the Edit tab. To insert the desired module, simply click one of the icons.

Figure 19: Modules toolbar

- You can add any number of modules on each page.
- The modules cannot be viewed directly on the Edit page. You can see only white rectangles representing modules. To preview the modules as they will be displayed in browser windows, click Preview Website. Your website will open in a new browser window with all elements displayed.
- Modules can be resized on the Edit page main window. To change the size of a module, click on the module rectangle so that sizing handles appear (sizing handles are the small circles or squares that appear in the corners and on the sides of selected objects). Drag the sizing handle until the module is the size you want.

To delete a module from the page, click the module on the Edit page main window and press DELETE or click on the Modules toolbar.

Inserting Votes

Votes modules enables you to conduct online polls and surveys, thus receiving valuable feedback from your customers. They can be used to collect information about the website audience, potential clients, products and services, and carry out marketing polls.

Using the SiteBuilder Votes Editor, you can collect votes on different questions and display the results as dynamic graphical charts directly on the page. The SiteBuilder voting module tracks visitor uniqueness based on the single session principle, that is a visitor cannot vote several times in this poll within the same session (until he or she restarts the browser).

To insert and configure the Votes module

1 On the Modules toolbar, click Votes Editor . A white rectangle representing the module appears on the web page. To configure the module, double click the module rectangle on the web page. The Votes Editor screen opens.

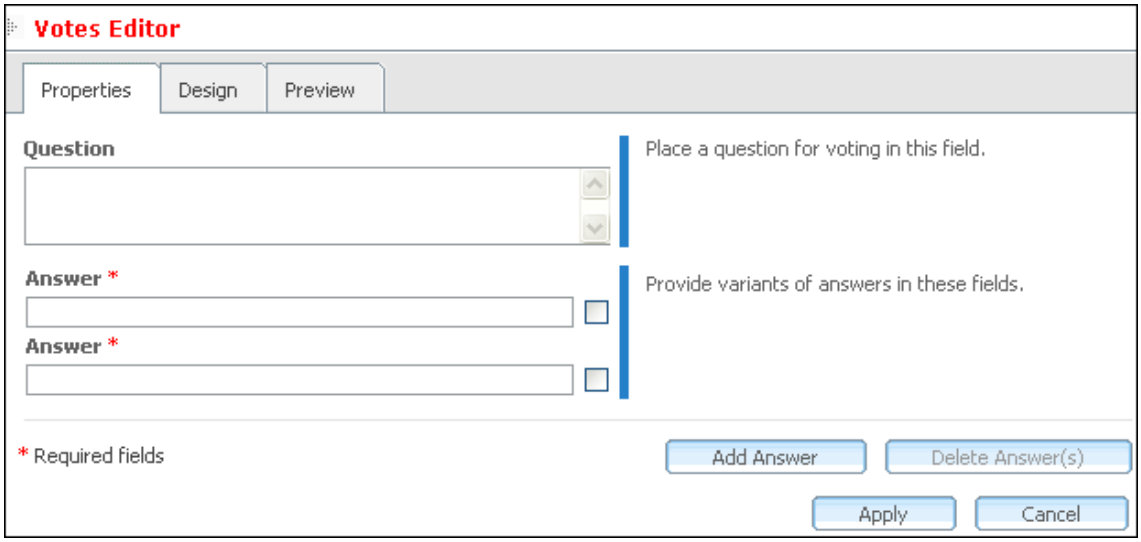

Figure 20: Configuring Votes Module Properties

2 On the Properties tab, do the following:

- Enter the question you want to ask your visitors in the Question field.
- Type the answers in the Answer fields and select the check boxes next to these fields. Provide at least two answer options.
- To provide more than two answers, click Add Answer. The additional Answer field appears.

3 On the Design tab, do the following:

- Select a design template and the design of bars that will graphically represent polling results on the page.
- Define whether users can select several answers or only one answer by selecting the Multi select or Single select radio buttons.
- Select the Show borders check box to display borders around the voting module. Otherwise, clear this check box.

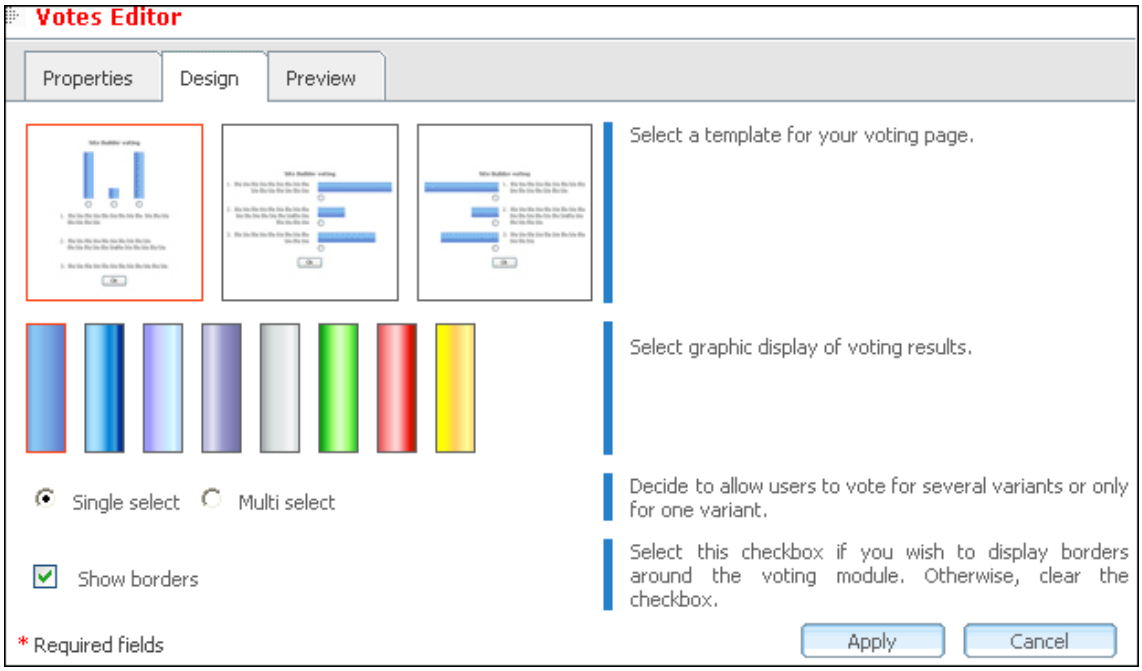
Votes Editor
Properties
Design
Preview
Select a template for your voting page.
Select graphic display of voting results.
Single select
Multi select
Decide to allow users to vote for several variants or only for one variant.
Show borders
Select this checkbox if you wish to display borders around the voting module. Otherwise, clear the checkbox.
* Required fields
Apply
Cancel

Figure 21: Selecting Votes Module Design

4 On the Preview tab, you can view how the module will look on your page. On the Preview tab, you can try to give an answer.

5 Click Apply.

Creating Blogs

Blog is short for weblog. A weblog is a web journal that is used as a publicly accessible personal diary or journal of an individual. Usually, blogs are frequently updated and reflect the personality of the author (a good example of blogs is the so-called live journals). Using the SiteBuilder Wizard, you can insert a blog on your web page.

To insert and configure the Blogger module

1 Click Blogger Editor . A white rectangle representing the module appears on the web page. To configure the Blog module settings, double click the module rectangle on the web page. The Blogger Editor screen opens.

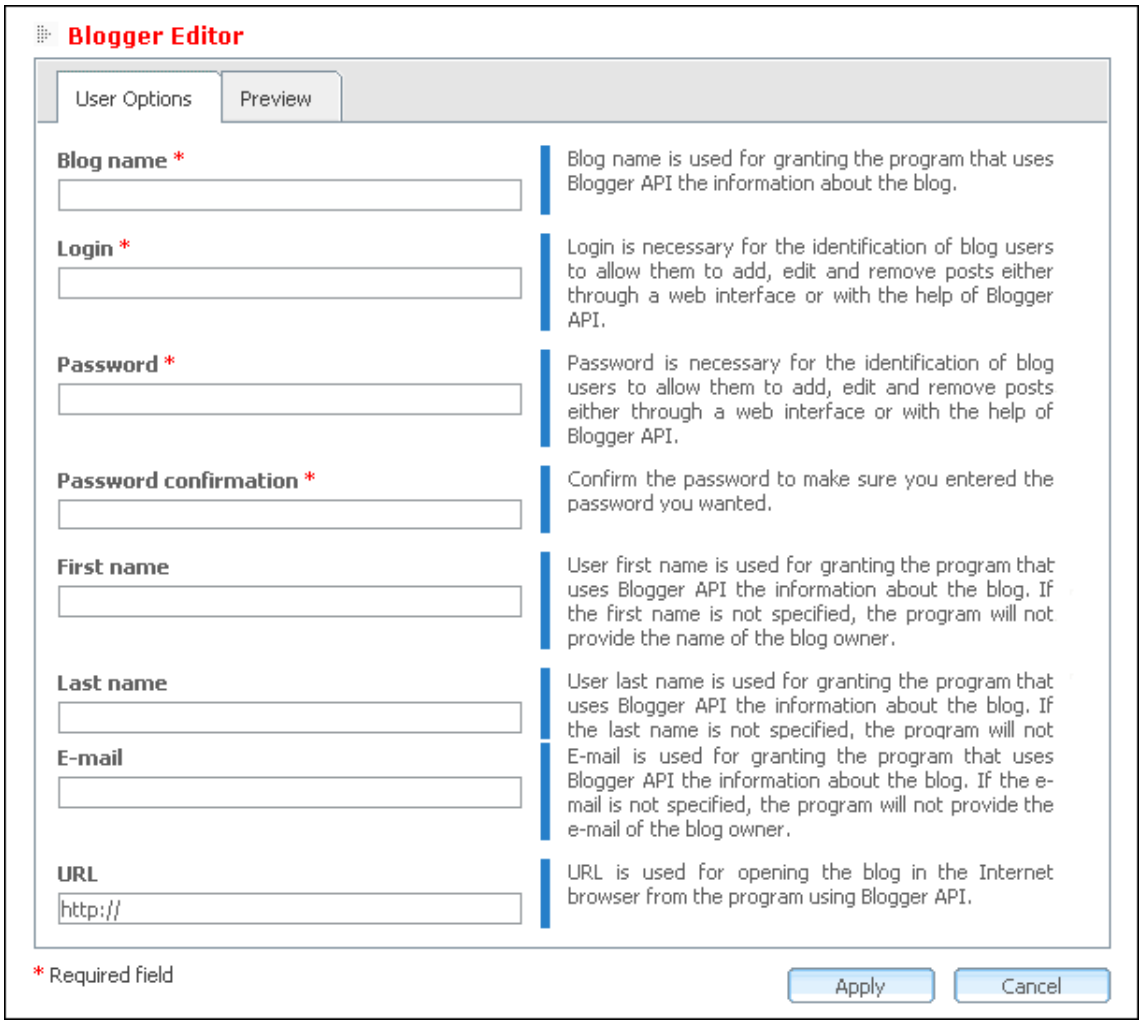
Blogger Editor
User Options
Preview
Blog name *
Blog name is used for granting the program that uses Blogger API the information about the blog.
Login *
Login is necessary for the identification of blog users to allow them to add, edit and remove posts either through a web interface or with the help of Blogger API.
Password *
Password is necessary for the identification of blog users to allow them to add, edit and remove posts either through a web interface or with the help of Blogger API.
Password confirmation *
Confirm the password to make sure you entered the password you wanted.
First name
User first name is used for granting the program that uses Blogger API the information about the blog. If the first name is not specified, the program will not provide the name of the blog owner.
Last name
User last name is used for granting the program that uses Blogger API the information about the blog. If the last name is not specified, the program will not
E-mail
E-mail is used for granting the program that uses Blogger API the information about the blog. If the e-mail is not specified, the program will not provide the e-mail of the blog owner.
URL
http://
URL is used for opening the blog in the Internet browser from the program using Blogger API.
* Required field
Apply
Cancel

Figure 22: Configuring Blogger Module Properties

2 On the User Options tab, do the following:

- Enter the blog name as it will be used by a Blogger API-based application.
- In the Login field, enter the user login used to authorize a blog user to add, edit and remove posts either through the web interface or using Blogger API.
- In the Password field, specify the password and type it again in the Password confirmation field. Password and the user login are required for user identification.

- In the First name and Last name fields, enter your first and last names that will be transferred to the program that uses Blogger API. If the names are not specified, the program will not provide the first and last names of the blog owner.
- In the E-mail field, enter the e-mail that will be transferred to the program that uses Blogger API. If the e-mail is not specified, the program will not provide the e-mail of the blog owner.
- In the URL field, enter the URL that will be used to open the blog in the browser window through the program using Blogger API.

3 On the Preview tab, you can preview your blog as it will appear on your website. Click Login on the Preview page and enter the login name and password you specified on the User Options tab. Here you can try to post new messages, edit them, and add your comments.

4 Click Apply.

Inserting Counters

Counters track and display the number of unique visitors at your website during one day.

To insert and configure the Counter module

1 Click Counter Editor . A rectangle representing the module appears on the web page. To configure the Counter module settings, double click the module rectangle on the web page. The Counter Editor screen opens.

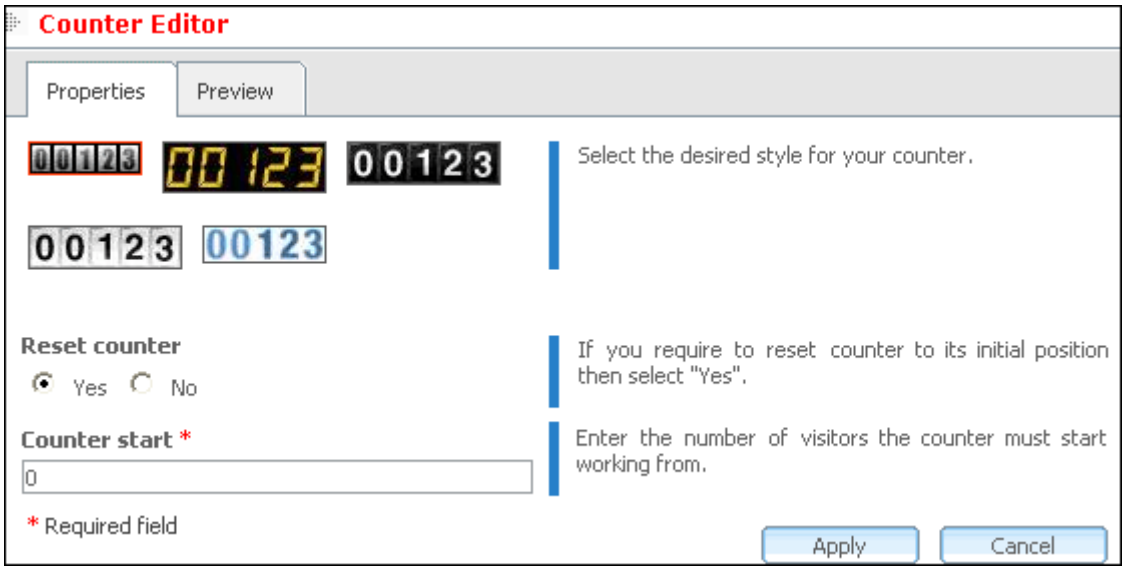

Figure 23: Configuring Counter Module Properties

2 On the Properties tab, do the following:

- Select the design of the counter.
- In the Reset counter radio group, choose whether or not you want to reset counter to its initial position by selecting corresponding radio button (Yes or No).
- In the Counter start field, enter the minimal number of visitors the counter must start working from.

3 On the Preview tab, you can preview the counter as it will be displayed on your web page.

4 Click Apply.

Constructing Feedback Forms

Online feedback forms are used to create registration forms and send this information to the specified e-mail address. With the SiteBuilder Feedback Form Constructor, you can insert an online registration form on the web page to collect contact information about your visitors.

To insert a feedback form in your web page

1 Click Feedback Editor . A white rectangle representing the module appears on the web page. To configure the Feedback Forms module, double click the module rectangle on the web page. The Feedback Forms Editor dialog box opens.

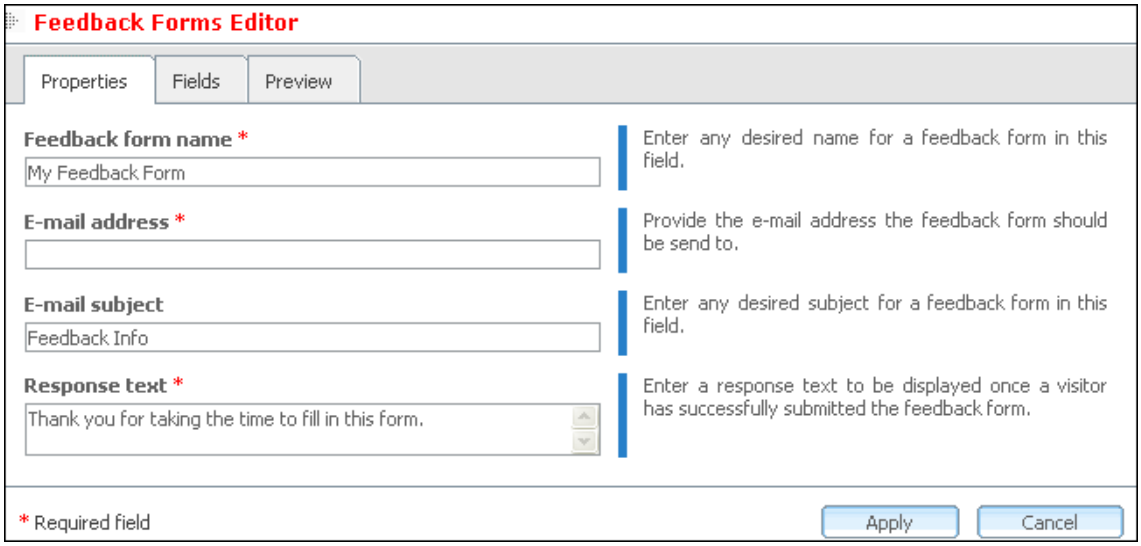
Feedback Forms Editor
Properties
Fields
Preview
Feedback form name *
My Feedback Form
Enter any desired name for a feedback form in this field.
E-mail address *
Provide the e-mail address the feedback form should be send to.
E-mail subject
Feedback Info
Enter any desired subject for a feedback form in this field.
Response text *
Thank you for taking the time to fill in this form.
Enter a response text to be displayed once a visitor has successfully submitted the feedback form.
* Required field
Apply
Cancel

Figure 24: Configuring Feedback Forms Module Properties

2 On the Properties tab, do the following:

- Enter the title for your form in the Feedback form name field. The title should correspond to the purpose of this form, for example, *Contact Information*.
- In the E-mail address field, enter the e-mail address to where the filled in forms will be sent. In the E-mail subject field, enter the subject for this e-mail message.
- In the Response text field, type the text that will be displayed on the page after a visitor fills in the form.

3 On the Fields tab, select the fields that will be included in the feedback form. If you want to make a field mandatory for filling in, select the Required field check box on the right of the corresponding field.

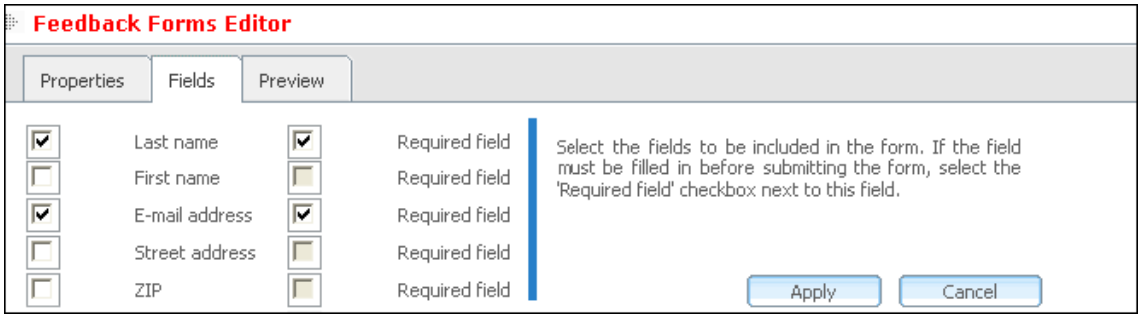

Figure 25: Setting Required Fields

4. On the Preview tab, you can preview the feedback form as it will appear on your website. Here you can try to fill in the form fields. After you submit the trial form, check that you have received the answers at the e-mail box you specified on the Properties tab.
5. Click Apply.

Creating Forums

To improve the quality of your services and know the opinion of your customers and visitors on different matters, you can provide an online forum on your web page. Online forums are web-based message boards where visitors can open new topics, post topic-relevant messages, and discuss a wide range of questions. Using the SiteBuilder Forum Editor, you can configure and set up an online forum in a few clicks.

To insert and configure the Forum module

1 Click Forum Editor . A white rectangle representing the module appears on the web page. To configure the Forum module, double click the module rectangle on the web page. The Forum Editor screen opens.

Figure 26: Selecting Forum Design

2 On the Design page, select the design template for your forum. To preview the selected template, open the Preview tab.

3 On the Properties tab, do the following:

- Select the number of months during which messages will be stored in the forum from the Message lifetime list.
- Select the number of messages displayed on each page of the forum from the Messages per page list.
- Select the optimal width (in pixels) for your forum to fit better between page margins from the Module width list.

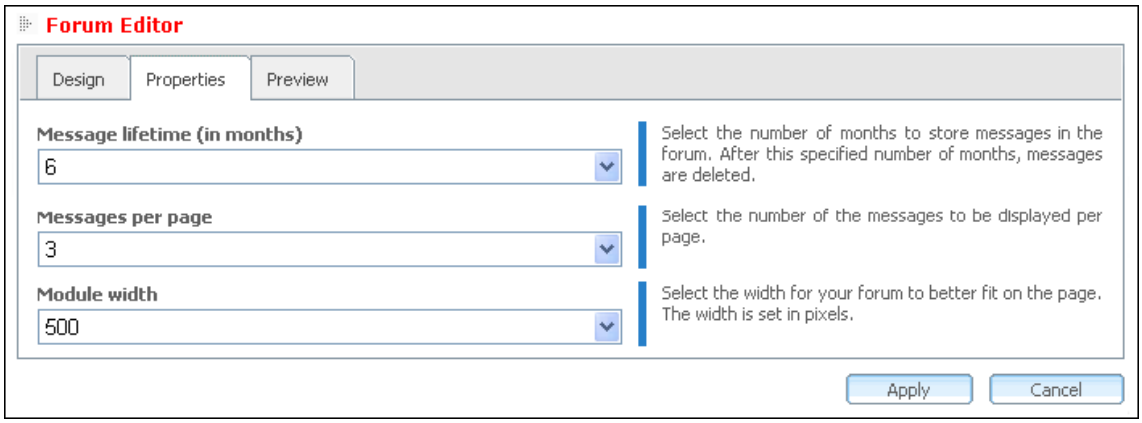
Forum Editor
Design
Properties
Preview
Message lifetime (in months)
6
Select the number of months to store messages in the forum. After this specified number of months, messages are deleted.
Messages per page
3
Select the number of the messages to be displayed per page.
Module width
500
Select the width for your forum to better fit on the page. The width is set in pixels.
Apply
Cancel

Figure 27: Configuring Forum Modules Properties

4 On the Preview tab, you can preview your online forum as it will appear on your website. Here you can try to create topics and submit answers.

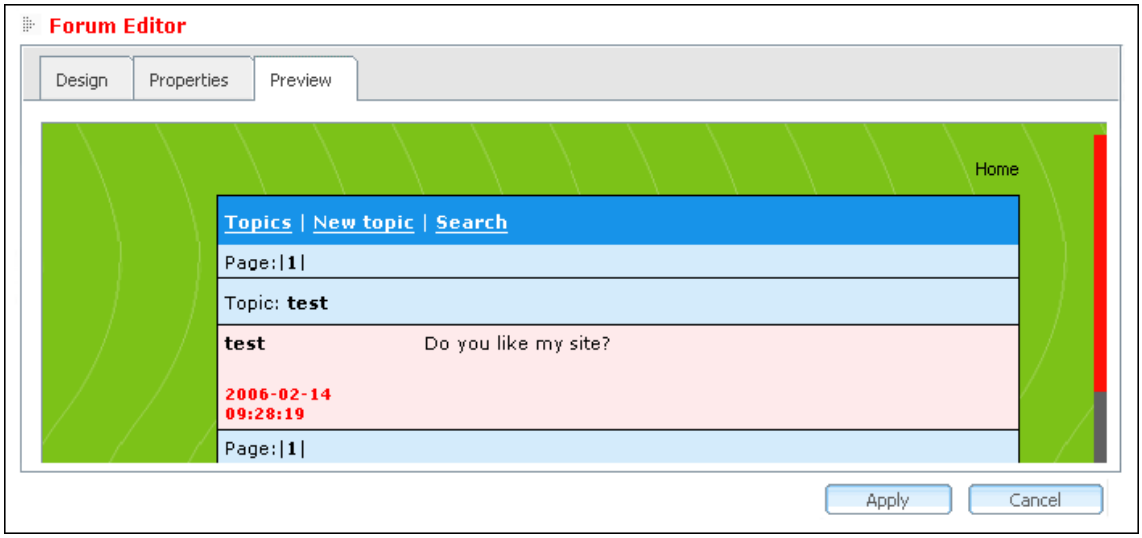

Figure 28: Previewing Forum Module

5 Click Apply.

Creating Guestbooks

On a guestbook page, your visitors will be able to leave their notes, messages, and comments. The main difference between guestbooks and online forums is that in forums, all messages are grouped in threads, or topics. In guestbooks, all messages are displayed in the order they were submitted. The SiteBuilder Guestbook Editor enables you to easily insert a guestbook in your HTML page.

To insert a guestbook on the page

1 Click Guestbook Editor . A white rectangle representing the module appears on the web page. To configure the Guestbook module, double click the module rectangle on the web page. The Guestbook Editor screen opens.

Figure 29: Selecting Guestbook Design

2 On the Design page, select a design template for your guestbook. To preview the selected template, open the Preview tab.

3 On the Properties tab, do the following:

- Select the number of months messages will be stored in the guestbook for from the Message lifetime list.
- Select the number of messages displayed on each page of the guestbook from the Messages per page list.
- Select the optimal width (in pixels) for your guestbook to fit better on the page from the Module width list.

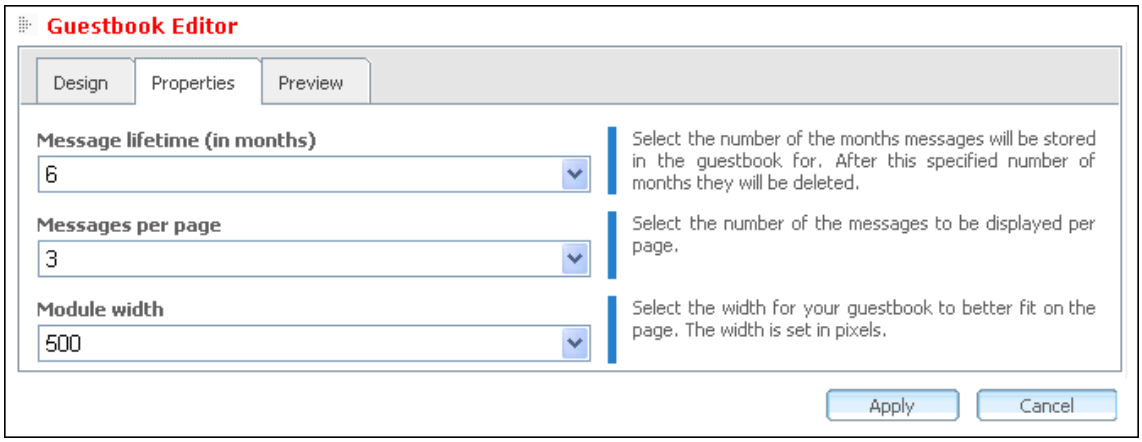
Guestbook Editor
Design
Properties
Preview
Message lifetime (in months)
6
Select the number of the months messages will be stored in the guestbook for. After this specified number of months they will be deleted.
Messages per page
3
Select the number of the messages to be displayed per page.
Module width
500
Select the width for your guestbook to better fit on the page. The width is set in pixels.
Apply
Cancel

Figure 30: Configuring Guestbook Module Properties

4 On the Preview tab, you can preview your guestbook as it will appear on your website. Here you can try to send messages.

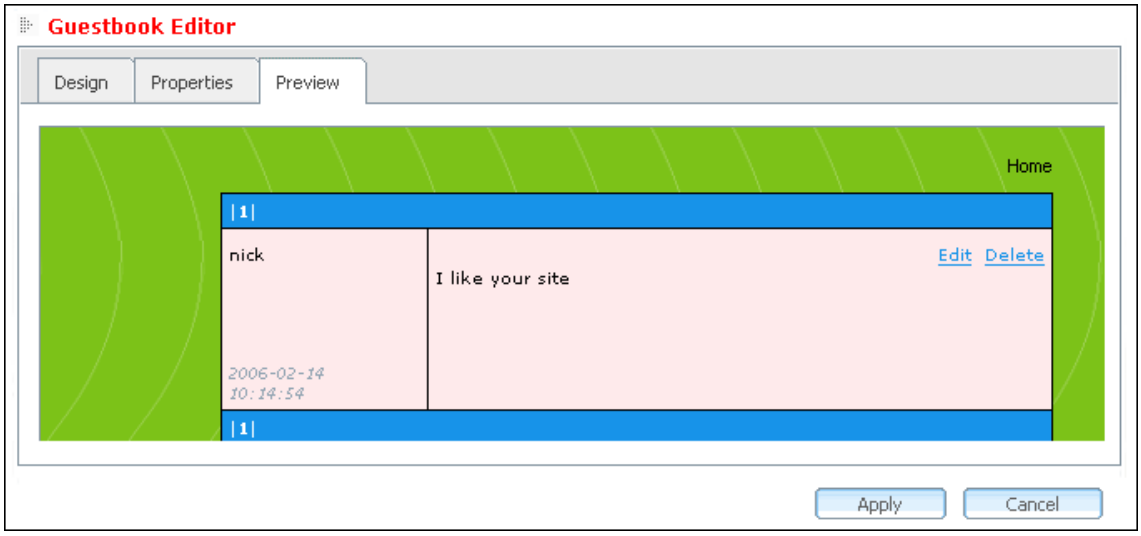

Figure 31: Previewing Guestbook Module

5 Click Apply.

Importing News from RSS Channels

RSS, which stands for Really Simple Syndication, enables webmasters to automatically load favorite news and information about private websites from RSS news feeds (also called "channels"). Many well-known news communities and corporate websites offer news headlines and article summaries in the form of news channels. RSS readers retrieve the recent content from the RSS news feeds and display it on your website. Visitors can preview the recent news content from your website and will be redirected to the news page if they want to read the full story. The news from RSS channels are updated automatically, required no interaction from your part.

Using the RSS Reader integrated with SiteBuilder, you can easily add your favorite news from either well-known RSS news feeds or from your own RSS news channel to your website.

To add and configure the RSS Reader module

1 Click RSS Reader Editor . A white rectangle representing the module appears on the web page. To configure the RSS Reader module, double click the module rectangle on the web page. The RSS Reader Editor screen opens.

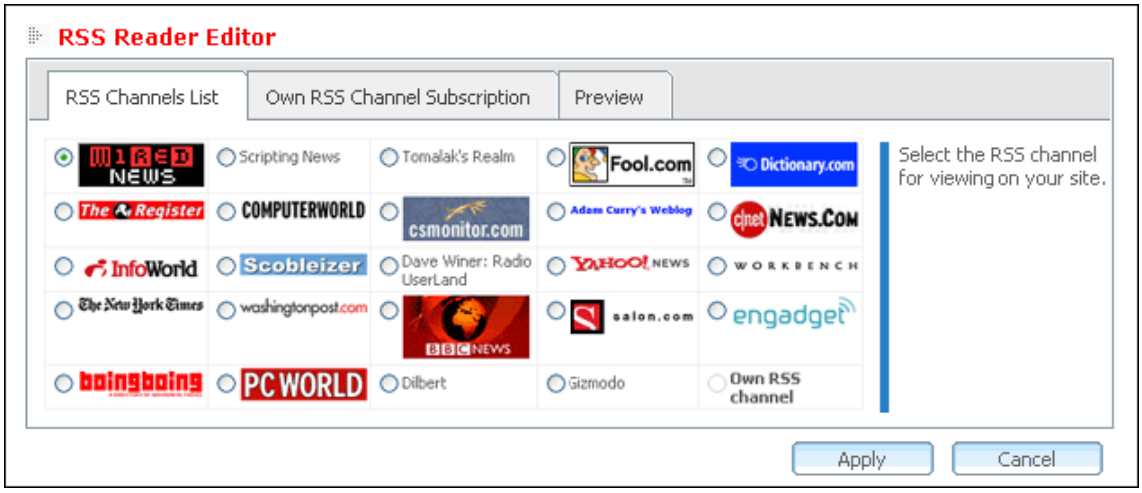

Figure 32: Selecting RSS Channel

2 On the RSS Channels List tab, select the RSS channel from where you want to fetch the news.

Note: The RSS reader integrated with SiteBuilder enables you to select only one RSS channel.

3 If you want to add news from an RSS channel that is not in the list, click the Own RSS Channel Subscription tab and enter the URL of this RSS channel.

4 Return to the RSS Channels List tab and select the Own RSS channel radio button.

5 On the Preview tab, you can preview the news fetched from the selected RSS channel as they will appear on your website.

6 Click Apply.

Using Script Editor

Using the SiteBuilder Script module, you can add your own Java Script, HTML, and DHTML code to your web pages.

Important: To protect the SiteBuilder server from possible security breaches, you cannot add the scripts that are executed on the server side, for example, PHP, CGI, or ASP code.

To insert HTML or JavaScript code on your web page

1 Click Script Editor <>. A white rectangle representing the module appears on the web page. To enter the script, double click the module rectangle on the web page. The Script Editor screen opens.

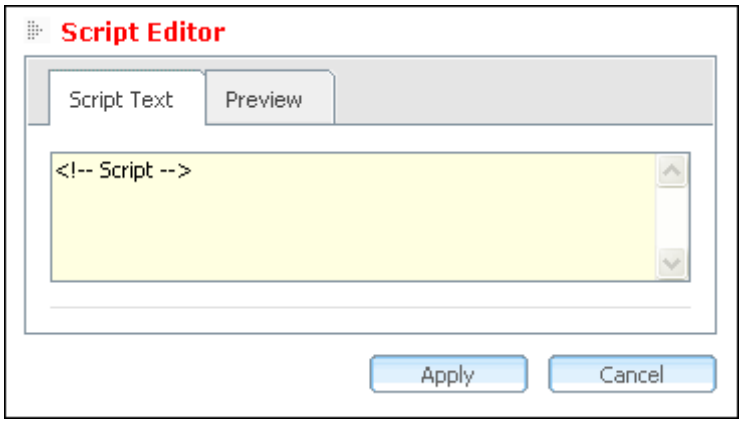

Figure 33: Using Script Editor

2 On the Script Text tab, type in the script.

3 On the Preview tab, you can preview the web page with the script you have just entered.

4 Click Apply.

Editing Photo Gallery

Using SiteBuilder, you can add photo gallery pages to your website, which are optimized for presentation of photographs. Information about adding photo gallery pages see in the Creating and Editing Website Structure section (see page 18), earlier in this guide.

To add photos to the photo gallery

1. On the Edit page, navigate to the photo gallery page using the menu buttons of your website.
2. On the photo gallery page, double click the photo gallery module rectangle. The Photo Gallery Editor screen opens.

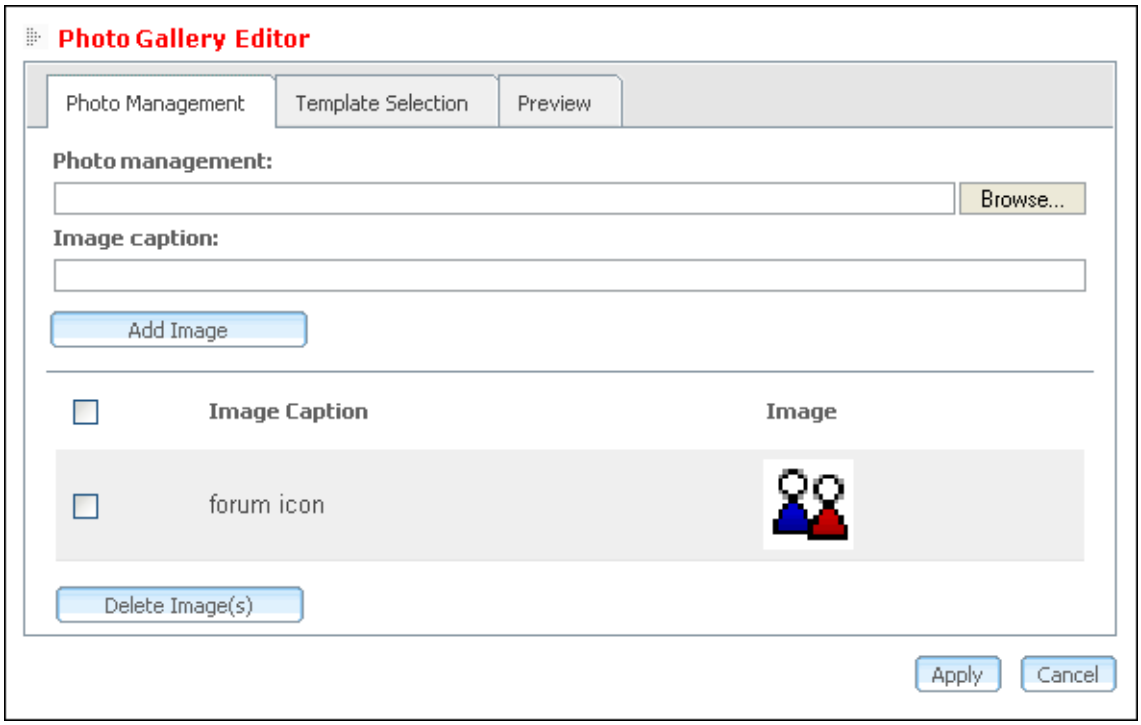

Figure 34: Configuring Photo Gallery Properties

3. On the Photo Management tab, do the following:
   - Click Browse to locate the file with the picture that you want to add to the gallery.
   - Enter a caption for this picture in the Image caption field.
   - Click Add Image. The picture thumbnail and its caption appear in the list below Add Image. You can add any number of photographs to the photo gallery.
   - To remove images from the list on the Photo Management tab, select the corresponding check box in the Delete column and click Delete Image(s).
4. On the Template Selection tab, select the design template for your photo gallery.
5. On the Preview tab, you can preview your photo gallery as it will appear on your website.
6. Click Apply.

Creating Your E-Shop

Using the SiteBuilder E-Shop Editor, you can easily create, operate, and maintain your own professional-looking online store in less than an hour. To create a professional and profitable ecommerce store, you do not need any programming or website design skills.

You, as an e-shop owner, can create categories of products, add products to the categories, and manage users who will be able to purchase the products online. Customers browse your e-shop, add products to their shopping carts, and submit their orders. They register at the store online so that they can later return to their shopping carts and continue shopping. Your ecommerce resource can be integrated with the PayPal payment processing system so that customers can pay for their purchases using their credit cards. If you do not want to accept credit card payments, the orders made through your online store will be saved in the E-shop Management System, from where you can view customers' contact information and handle orders. The sections below describe in detail how to create and manage a fully-functional web-based online store.

The procedure of adding e-shop pages to your website is described in the Creating and Editing Website Structure section (see page 18), earlier in this guide.

Creating E-Shop Design

After the e-shop page is added, you can select the design and configure e-shop administration settings.

To select the design and configure settings for your online store

1 On the Edit page, navigate to the e-shop page using the menu buttons of your website.

2 On the e-shop page, double click the e-shop module rectangle. The Shop Editor screen opens.

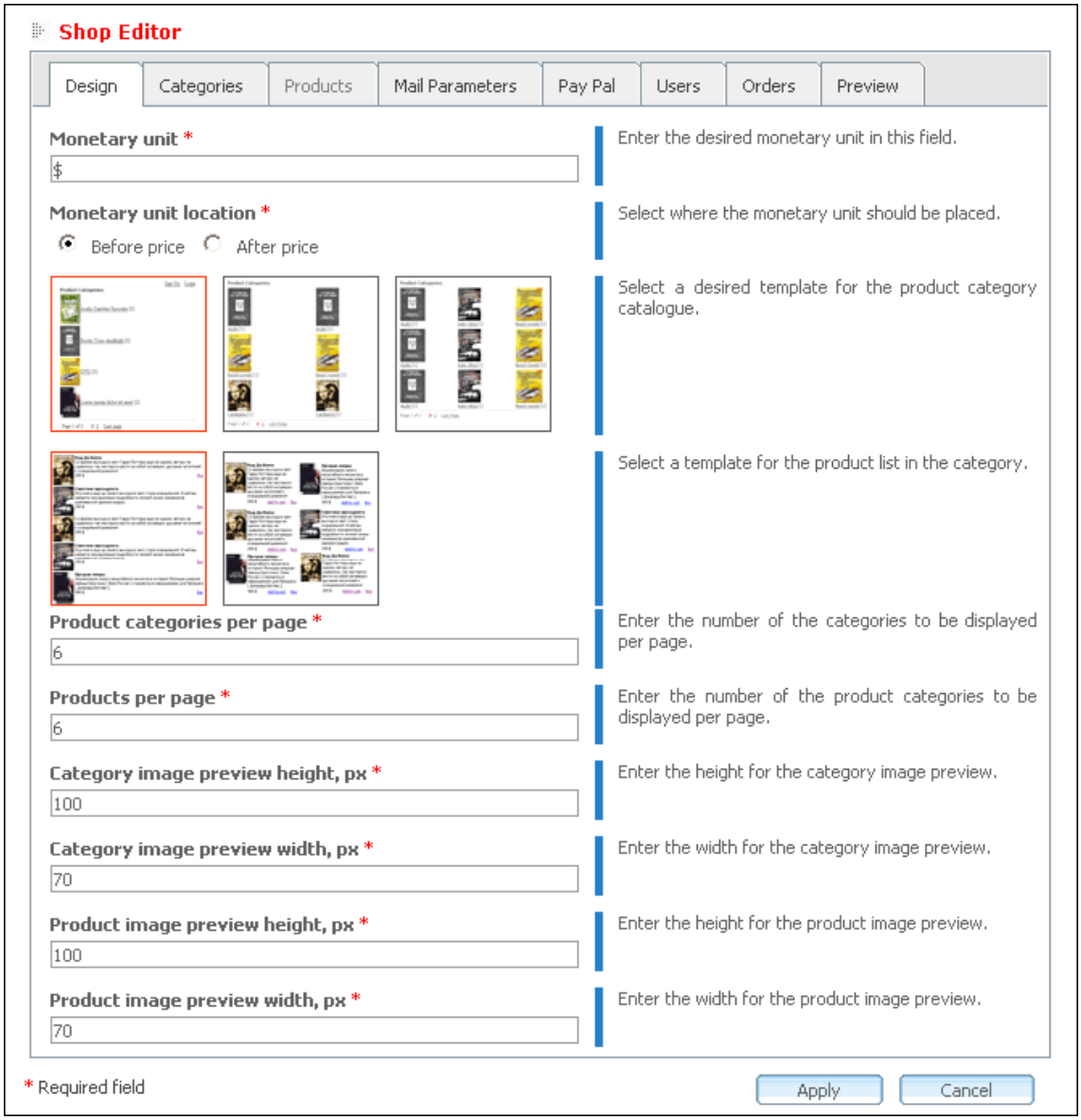
Shop Editor
Design
Categories
Products
Mail Parameters
Pay Pal
Users
Orders
Preview
Monetary unit *
$
Enter the desired monetary unit in this field.
Monetary unit location *
Before price
After price
Select where the monetary unit should be placed.
Select a desired template for the product category catalogue.
Select a template for the product list in the category.
Product categories per page *
6
Enter the number of the categories to be displayed per page.
Products per page *
6
Enter the number of the product categories to be displayed per page.
Category image preview height, px *
100
Enter the height for the category image preview.
Category image preview width, px *
70
Enter the width for the category image preview.
Product image preview height, px *
100
Enter the height for the product image preview.
Product image preview width, px *
70
Enter the width for the product image preview.
* Required field
Apply
Cancel

Figure 35: Creating E-Shop Design

3 On the Design tab, do the following:

- Enter the currency used as a payment unit at your store in the Monetary unit field.
- Using the radio buttons below, select the location for the monetary unit symbol: Before the price or After it.

- Select a graphical template for your e-shop: for the product category catalogue and for the product lists.
- Enter the number of categories displayed per page in the Product categories per page field. The default value is 6 categories.
- Specify the number of products displayed on e-shop pages in the Products per page field.
- Specify the height and width of the preview image for shopping categories (in pixels) in the Category image preview height and Category image preview width fields. The default height is 100 pixels and the default width is 70 pixels.
- Enter the height and width of the preview image for products (in pixels) in the Product image preview height and Product image preview width fields. The default height is 100 pixels and the default width is 70 pixels.

After you have set the design options, go to the Categories tab to add new categories of products.

Adding Categories and Products

To load your online store with goods, you first need to create categories. Then, add products and their pictures to the existing categories.

To add categories

1 On the Shop Editor screen, open the Categories tab. The list of categories is empty at the beginning. Click Add Category.

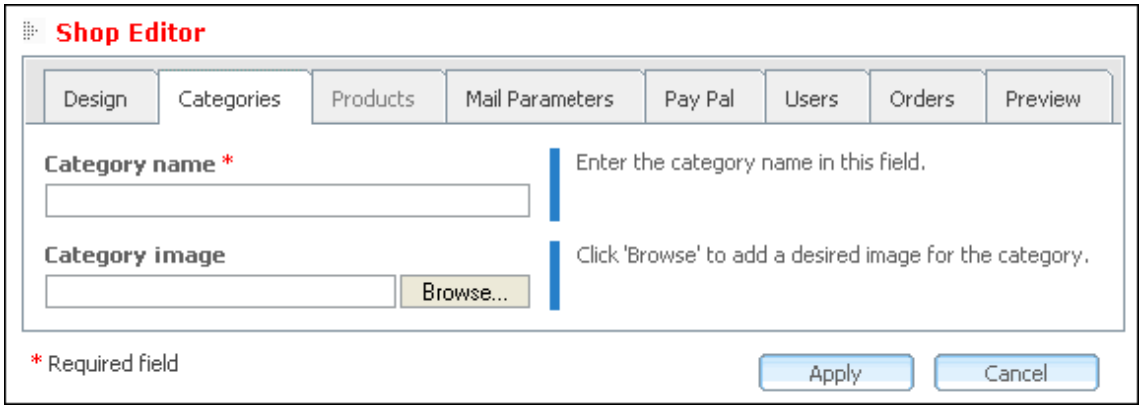

Figure 36: Adding Categories

2 Enter a name of the category in the Category name field (for example, home appliances).

3 Enter the path to the image for this category in the Category image field or click Browse to locate it. You can add images of any size because SiteBuilder automatically resizes them to fit the maximum size specified on the Design tab.

4 Click Apply.

You can add more categories following the procedure described above.

To add products to the categories

1 On the Products tab, click Add Product (unless you add at least one category, the Products tab is unavailable).

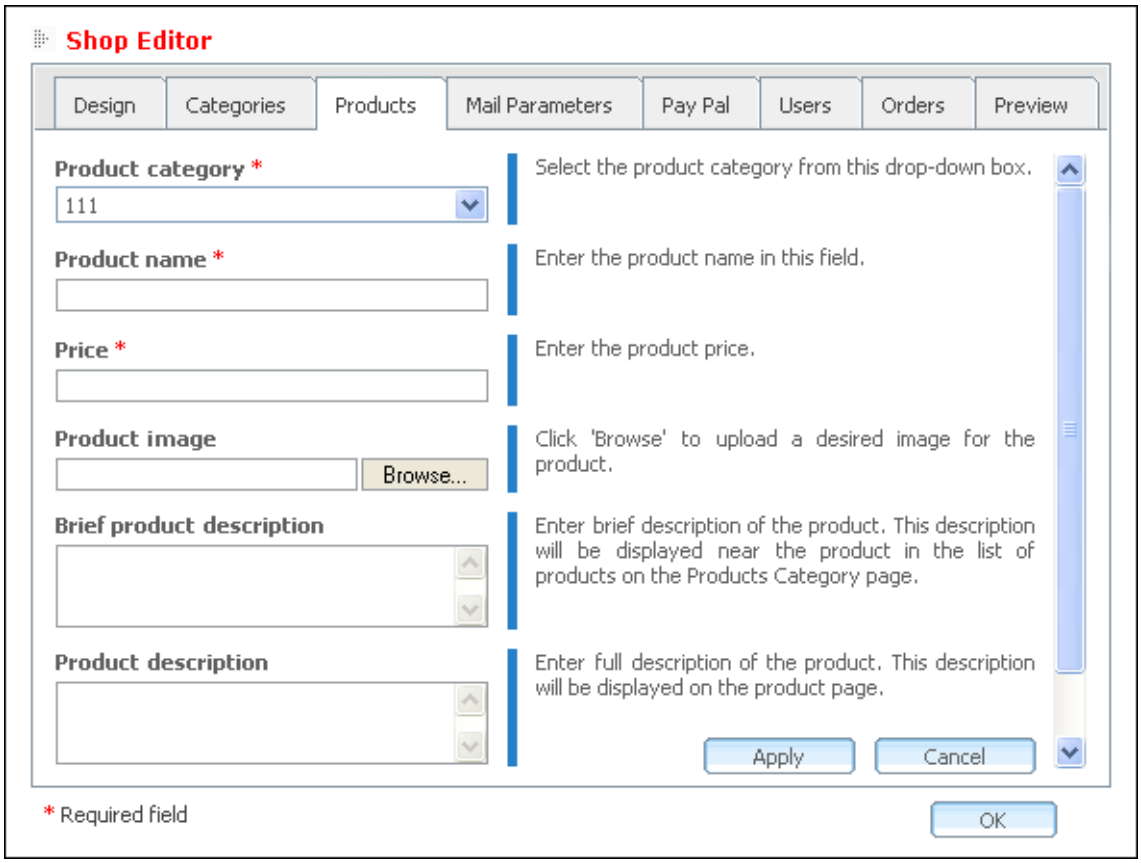

Figure 37: Adding Products

2 Select a category for the product from the Product category list (for example, home appliances).

3 Enter a name of the product in the Product name field (for example, toaster).

4 Specify the product price in the currency units you specified on the Settings tab in the Price field.

5 Enter the path to the image of this product in the Product image field or click Browse to locate it. You can add images of any size because SiteBuilder will automatically resize them to fit the maximum size specified on the Design tab.

6 Enter a short description of the product that will be displayed on the Products Category page in the Brief product description text box.

7 Type a full description of the product displayed on the product page in the Product description text box.

8 Click Apply.

You can add more products to the store following the procedure described above.

After you have created categories and added products, go to the Mail Parameters tab, to configure e-shop mail settings.

Configuring Mail Parameters

To configure your e-shop mail settings

1 On the Shop Editor screen, open the Mail Parameters tab.

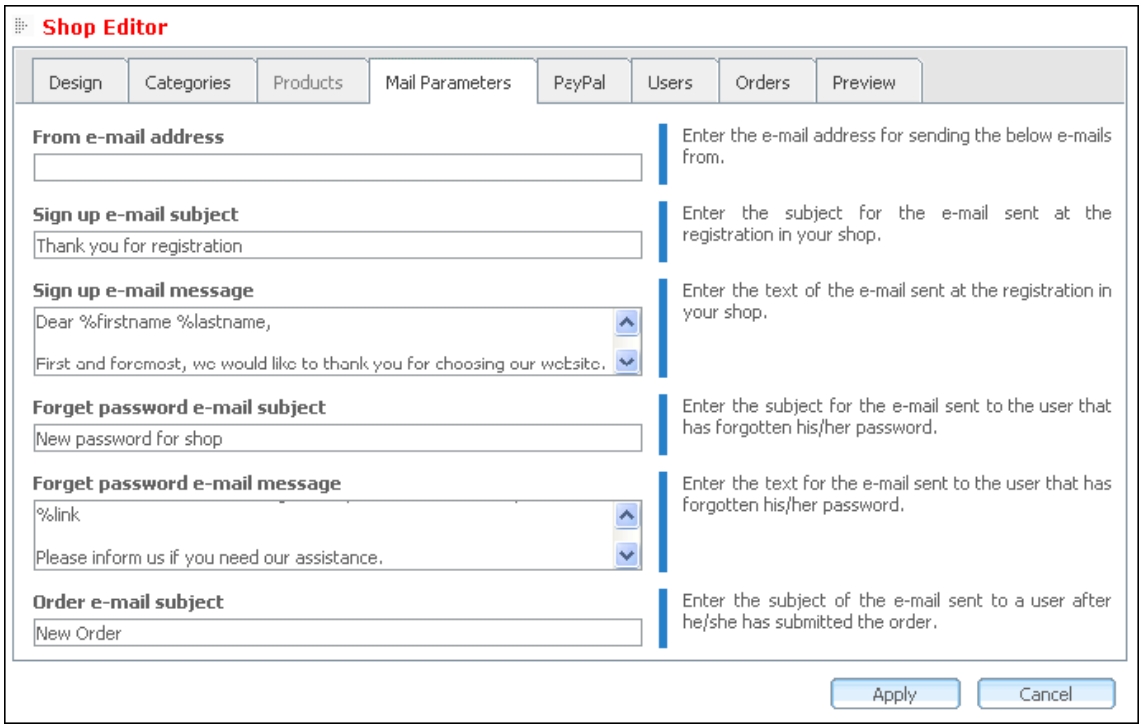
Shop Editor
Design
Categories
Products
Mail Parameters
PayPal
Users
Orders
Preview
From e-mail address
Enter the e-mail address for sending the below e-mails from.
Sign up e-mail subject
Thank you for registration
Enter the subject for the e-mail sent at the registration in your shop.
Sign up e-mail message
Dear %firstname %lastname,
First and foremost, we would like to thank you for choosing our website.
Enter the text of the e-mail sent at the registration in your shop.
Forget password e-mail subject
New password for shop
Enter the subject for the e-mail sent to the user that has forgotten his/her password.
Forget password e-mail message
%link
Please inform us if you need our assistance.
Enter the text for the e-mail sent to the user that has forgotten his/her password.
Order e-mail subject
New Order
Enter the subject of the e-mail sent to a user after he/she has submitted the order.
Apply
Cancel

Figure 38: Configuring E-Shop Mail Parameters

2 Specify settings of the e-mail notification sent to users after they have registered at your online store:

- Enter an e-mail address from which the notification e-mail will be sent in the From e-mail address field. If you leave this field empty, the e-mail will be sent from the default address of the SiteBuilder server.
- Enter a subject of this notification e-mail message in the Sign up e-mail subject field.
- Enter the text of the notification e-mail sent upon registration at your shop In the Sign up e-mail message field.

3 Specify settings of the e-mail sent to the customers if they forget the password for the account:

- Enter a subject of this e-mail message in the Forget password e-mail subject field.
- Enter a text of the e-mail message sent to the users when they forget their password in the Forget password e-mail message.

4 Specify settings of the e-mail sent to the customers after they submitted the order:

- Enter a subject of the e-mail notifying the user about the order in the Order e-mail subject field.
- Enter a message text notifying users about their orders in the Order e-mail message field.

After you have set all the parameters, go to the PayPal tab to integrate your e-shop with the PayPal payment system.

Integration with PayPal

To accept payments online, you can integrate the PayPal payment processing system into your online store. Online shoppers will be able to pay for their purchases using credit cards directly from your web page.

If you, as a store owner, want to accept credit card and bank account payments from shoppers, use the integrated PayPal payment system at your online store. For this, you should have a merchant account at PayPal. Therefore, register at PayPal. On the official PayPal website (http://www.paypal.com/), you can find more information about PayPal services for online store owners.

To integrate your e-store with the PayPal payment system

1 On the Shop Editor screen, open the PayPal tab.

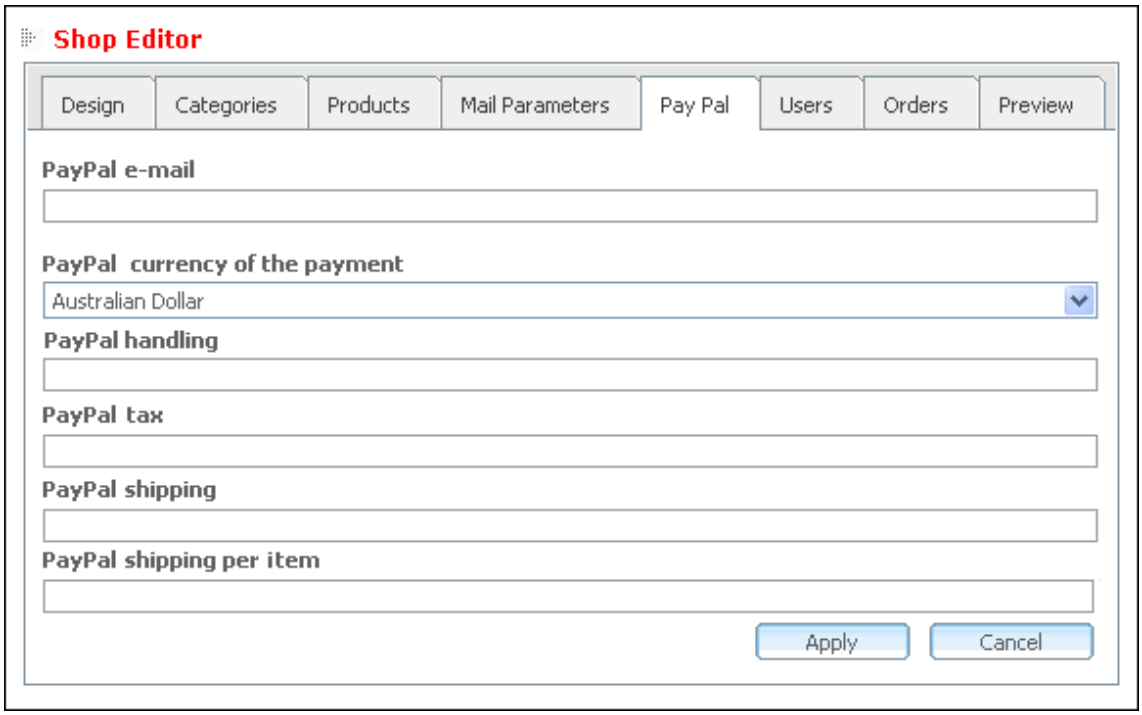

Figure 39: Configuring PayPal Properties

2 Enter the e-mail of your PayPal account in the PayPal e-mail field (in PayPal, all accounts are attached to e-mails).

3 Select a currency unit for payments through PayPal from the PayPal currency of the payment list.

4 If you want to charge a fee for handling PayPal-based orders, in the PayPal handling field, enter a fixed fee that will be charged for processing a single order. This fee does not depend on the number of goods in the shopping cart. The specified sum will be added to the total sum of the shopping cart. If no sum is entered, the fee for handling orders will not be charged.

5 Specify the shipping rates for shipping goods purchased by customers:

- In the PayPal tax field, specify the amount of taxes applied to the transaction, regardless of the buyer location. The value in this field overrides other tax settings in your PayPal Profile. If you leave this field blank, the tax rates specified in your PayPal Profile will be applied.
- If you want to charge a fixed shipping rate, in the PayPal shipping field, enter the fixed amount charged for shipping an order, regardless of the number and weight of purchased items. If you leave this field blank and specify the per-item shipping fee (see below), the shipping fee will be charged per item. If you leave this field blank and do not specify the per-item shipping fee as well, no shipping fee will be charged.
- If you want to charge a fee for shipping every item in the shopping cart, in the PayPal shipping per item field, specify the amount charged for shipping a single item. The total shipping fee will be the specified per-item fee multiplied by the number of items in the shopping cart.

Note: The PayPal settings specified in the SiteBuilder Wizard override the respective settings in your PayPal Profile! Therefore, if you want to apply the Profile settings, leave the above fields blank.

Now you can go to the Preview tab and see how your online store works in the life context.

Previewing and Managing Your Online Store

Now you can preview your online store and submit a trial order to understand how your store works in the live context.

To preview and try your online store

1. Open the Preview tab and browse the categories and products at your online store.
2. Imagine that you are an online shopper. Add items to your shopping cart by clicking Add to cart next to the product you want to purchase. Each time you click Add to cart the item is added to the shopping cart.
3. At any time during your shopping, you can view the contents of the shopping cart by clicking Your cart at the top of the shop page. In the shopping cart, you can change the quantity of selected items. Type the desired quantity in the Quantity field and click Update cart. The total sum of your purchase will be updated. To remove an item, select it in the Remove column and click Update cart. To remove all products from the cart, click Empty cart.
4. When you finish with your shopping cart, click Shipping to provide customer details. Do not forget that now you are acting as an online shopper. If you have already visited this store and have an account, enter your user name login and password under For registered users. If you are doing this for the first time, under For unregistered users, provide your contact information, user login and password to login to the store. SiteBuilder will send the user login and password to the customer e-mail address specified in the form.

   Now you, as a store owner, can go to the Users tab and view the user details you have just provided. SiteBuilder collects the contact information of registered users and displays them on the Users tab. On this tab, you can add user accounts manually or delete them.
5. After you have submitted your registration form, you will automatically log in to the store. Click Shipping again to check out your cart and submit the order. Click I agree. On the next screen, check the correctness of your personal information before you submit the order. Click I agree again. Your order is submitted. You will receive a confirmation order e-mail at the address specified in the user registration form.

   After submitting your order you can choose to print out information regarding your purchase by clicking Print Version. The screen, displaying the information about your purchase, opens.

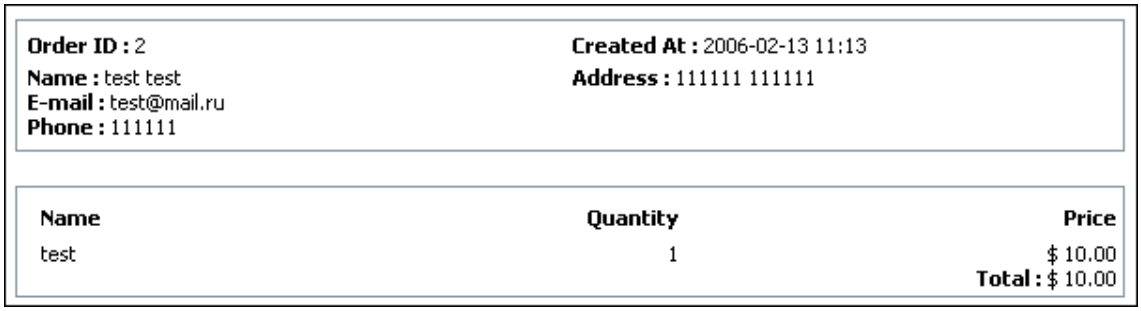

Figure 40: Purchase Information Print Version

Now you can print out this information by clicking Print button in your Internet browser (for example, in Internet Explorer it is located in the browser command panel under File, or you can press CTRL+P keys on your keyboard).

If your online store is integrated with the PayPal payment processing system, after you click I agree for the first time, a new browser window will open at the PayPal website. You, as a shopper, should log in to PayPal (if you have a PayPal user account) or specify your data, including the credit card number, e-mail, address and so on. Your payment will be processed by the PayPal system.

Now you, as a store owner, can view the orders in a table on the Orders tab. The table lists a unique ID number, date of order creation, date of order update, order status, and the sum of the order. To view the order details and change manually the status, click the ID number of the order. A new page will open. To change the order status, select the status from the Set status for this order list and click Update. To delete this order, click Delete. To return to the list of orders, click Back to Order List.

If your online store is not integrated with PayPal, contact your customers either by phone or e-mail and accept payments using other ways, such as cash, cheque, money order or mail payments. In this case, you will need to change the order status manually on the Order tab.

If you have integration with PayPal, all credit card payments will be processed by the PayPal service. After a payment is processed, the PayPal system will send an automatic payment verification and the order will be assigned the Paid status automatically. All you need to do is to check the status of orders on the Orders tab.

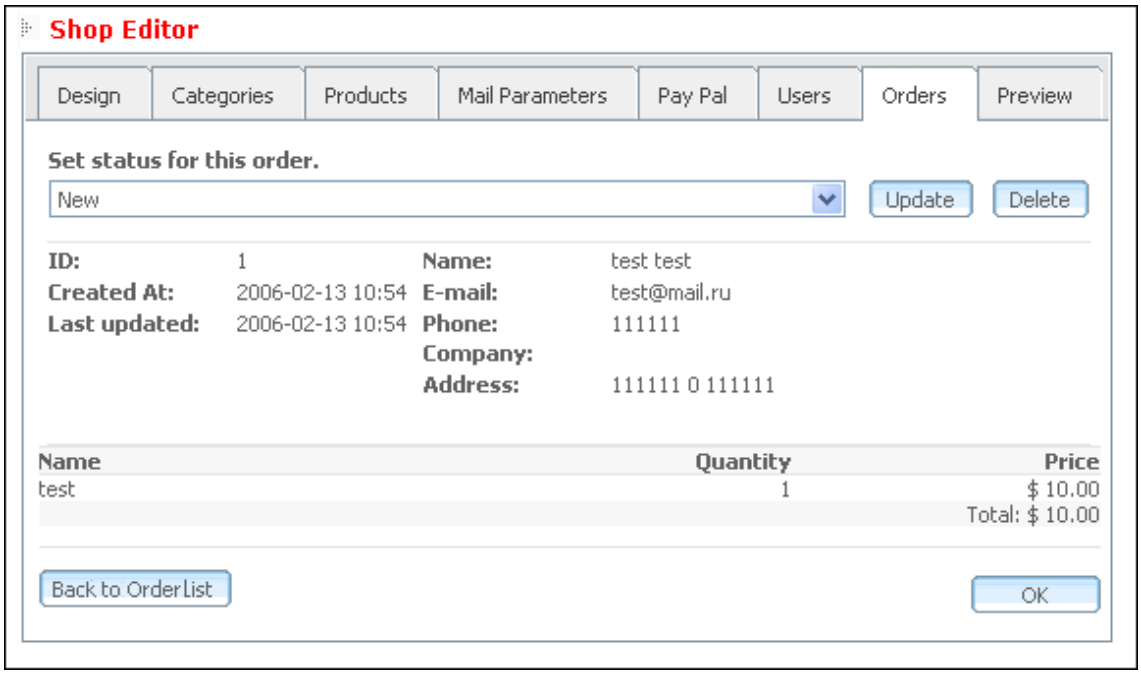

Figure 41: Managing E-Shop Orders

6 Click OK.

After setting up e-shop properties website owners are enabled to choose to print out information about every purchase made in their e-shop.

Advanced Editing

The SiteBuilder WYSIWYG editor automatically converts the textual and tabular information on your web pages into the HTML code. HTML is a standardized language for presenting information, graphics, and multimedia on the World Wide Web. Using the Advanced Editing feature, you can easily apply different styles and change properties of selected elements.

At the bottom of the Edit page, you can see the Advanced Editing bar displaying the HTML structure of the line, on which your mouse cursor is now placed.

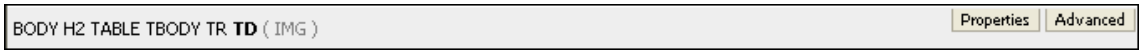

Figure 42: Advanced Editing bar

For example, if you place the mouse cursor in a table, the HTML code structure may contain the following tags: BODY, P, TABLE, TBODY, TR, TD. The tag where the cursor is now is shown in bold. The child tags of the active tag are enclosed in parentheses.

To edit the textual content inside a tag

1. Place your mouse cursor in the line you want to edit and click the tag name in the Advanced Editing bar.
2. Click Advanced in the lower right corner of the Advanced Editing bar. The Advanced Tag Properties dialog box opens.

   This dialog box opens for the following tags: P, TR,TD, P(NORMAL), H1, H2, H3,H4,H5,H6,ADDRESS, PRE(FORMATTED), A,OL,UL,LI,DIV,SPAN,FONT.
3. Edit the following properties:
   - Adjust padding properties in the Padding section.
   - Set margins for the text body in the Margin section.
   - Select the color for text and background, and the color and style of borders in the Colors and Borders section.
4. Click OK. The changes will be immediately applied in the editor screen.

For some tags, such as TABLE, TR (Table Row), TD (Table Data) A (Link), UL (Unordered List), OL (Ordered List), HR (Horizontal Rule) and IMG (Image), you can edit properties. The set of properties that you can edit is different for each of these tags.

To edit tag properties

1. Place your mouse cursor in the line you want to edit and click on the tag name in the Advanced Editing bar.
2. Click Properties on the Advanced Editing bar. The Tag Properties dialog box opens.
3. Edit the following properties for the tags:
   - For TABLE (Table), you can adjust cell spacing, cell padding, table width and height, table and cell alignment, and define the style of borders.
   - For TR (Table Row) and TD (Table Data) tags, you can the width and height of table cells and rows and alignment patterns.

- For A (Link), you can change the link path, link text, target pages, decoration in the text.
- For UL (Unordered List), you can change the style of bullets.
- For OL (Ordered List), you can change the style of numbers in the list.
- For HR (Horizontal Rule), you can adjust the width and height of the horizontal rule.
- For IMG (Image), you can edit the image title and alternate text, image width and height, and alignment.

4 Click OK.

If you are familiar with HTML code, you can insert SiteBuilder icon on any page of your website by editing HTML code of this page.

Here is the example of such HTML code:

```
<tr>

  <td align="center"> <a href="/services.shtml" onclick="javascript: goUrl('http://sb.your_domain.net/wizard/index.php')" title="Site Builder — Build your Web Site now in 5 simple steps!"><img src="/images/button_sitebuilder.jpg" alt="Site Builder &mdash; Build your Web Site now in 5 simple steps!" width="180" height="90" border="0"></a> </td>

 </tr>
```

Extra Features

This section describes how to insert meta tags, which will be used by search engines to index your future website; set up a password to protect your website from editing by unauthorized users; submit your website into search engines; and track users activity on your website.

Inserting Meta Tags into HTML Code

Some search engines, such as Alta Vista, Excite, Lycos, Yahoo and other, use "meta tags" embedded in the HTML code in your website to index web documents. Meta tags are inserted into the "head" area of your web pages. There are three most common types of meta tags: website title (TITLE tag), website description (META DESCRIPTION tag), and website keywords (META KEYWORDS tag).

Though the use of meta tags does not guarantee your web page a top ranking on crawler-based search engines, it is a good way for website owners to control how their web pages are described by some search engines. Meta tags are useful for additional website promotion with some search engines. The SiteBuilder Wizard enables you to easily insert meta tags in the HTML code of your website.

To insert meta tags

1 On the Extra tab, click Metatags.

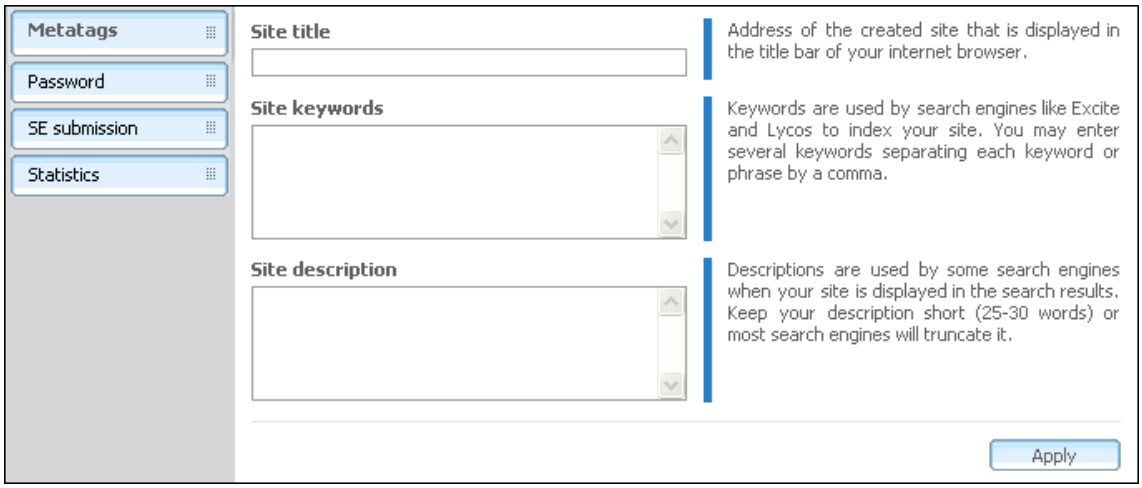
Metatags
Password
SE submission
Statistics
Site title
Address of the created site that is displayed in the title bar of your internet browser.
Site keywords
Keywords are used by search engines like Excite and Lycos to index your site. You may enter several keywords separating each keyword or phrase by a comma.
Site description
Descriptions are used by some search engines when your site is displayed in the search results. Keep your description short (25-30 words) or most search engines will truncate it.
Apply

Figure 43: Inserting Meta Tags into HTML Code

2 Enter the name of your website that will be displayed in the title bar of a browser window in the Site title field. This title bar is located at the upper left corner of a browser window. The website titles are important because they identify your page for users and search engines use titles as the primary identifier for listing pages in search results. Therefore, the title should be short, unique, and descriptive.

3 Enter several keywords or phrases separated with a comma, which describe your website best in the Site keywords field. Some search engines that support keyword searching will index your website using the keywords you provide.

4 Type a short description of your page displayed by search engines when they hit your website in the Site description field. Keep your description short and informative (25-30 words) or most of your description will be truncated. It is worthwhile to use the meta description tag for your pages, because it gives you some control with various crawlers.

5 Click Apply.

Setting Up Password

When you are creating your website in the SiteBuilder Wizard for the first time, all website files are saved in a temporary storage on the SiteBuilder server. From this point of website building, all websites are divided into *trial* websites and *regular* websites.

- *A trial website* is a website with limited functionality. Trial websites cannot be published. They are created by users who use SiteBuilder for the first time.
- *A regular website* is a website that can be published. Moreover, three additional features, Password, SE Submission and Statistics, are available only for regular websites.To update a website from trial to regular, follow the instructions on the Publish page or contact your SiteBuilder Administrator.

To set up a password

1 On the Extra tab, click Password.

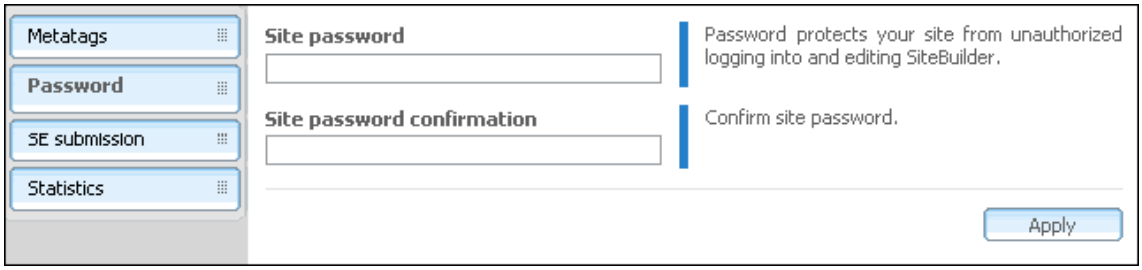

Figure 44: Setting Up Password

2 Enter a password for your website to protect it from editing in the Site password field. This password will be used to log into the SiteBuilder Wizard.

3 Confirm the password specified above in the Site password confirmation field.

4 Click Apply.

Note: This feature is available for regular websites only.

Submitting Your Website into Search Engines

Using SiteBuilder SE Submission module, you can easily submit your website information to popular search engines.

Note: This feature is available for regular websites only .

To submit your website information to a search engine

1 On the Extra tab, click SE submission.

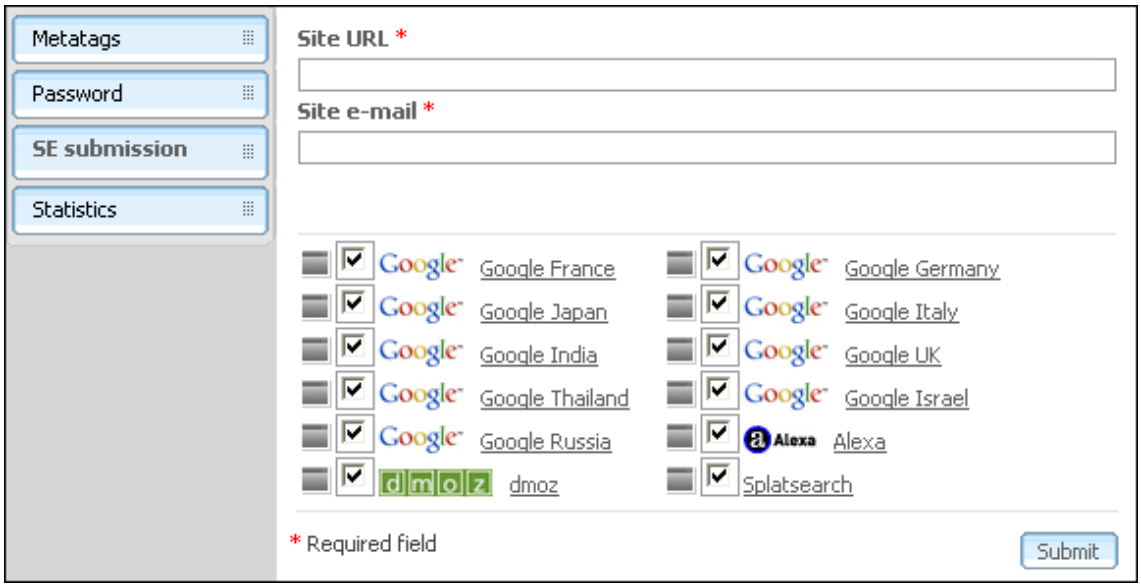

Figure 45: Submitting Website into Search Engines

2 Enter the URL of your website, including the `http://` prefix, in the Site URL field.

3 Enter the e-mail of your website in the Site e-mail field.

4 Select the check boxes corresponding to the search engines to which you want to submit the website information.

5 Click Submit. The information about your website will be submitted to the selected search engines.

Viewing Statistics

The SiteBuilder Statistics module enables you to view statistic information and track users activities on your website. The module generates more than twenty different reports on various categories of statistic data. Using this information, you can track visitors from a statistical point of view, which gives you an ability to increase the effectiveness of marketing campaigns and improve business processes. For your convenience, the SiteBuilder Statistics module displays graphical representations of statistical data, such as linear charts, tables, and pie charts.

Note: This feature is available for regular websites only .

To view your website statistics

1 On the Extra tab, click Statistics.

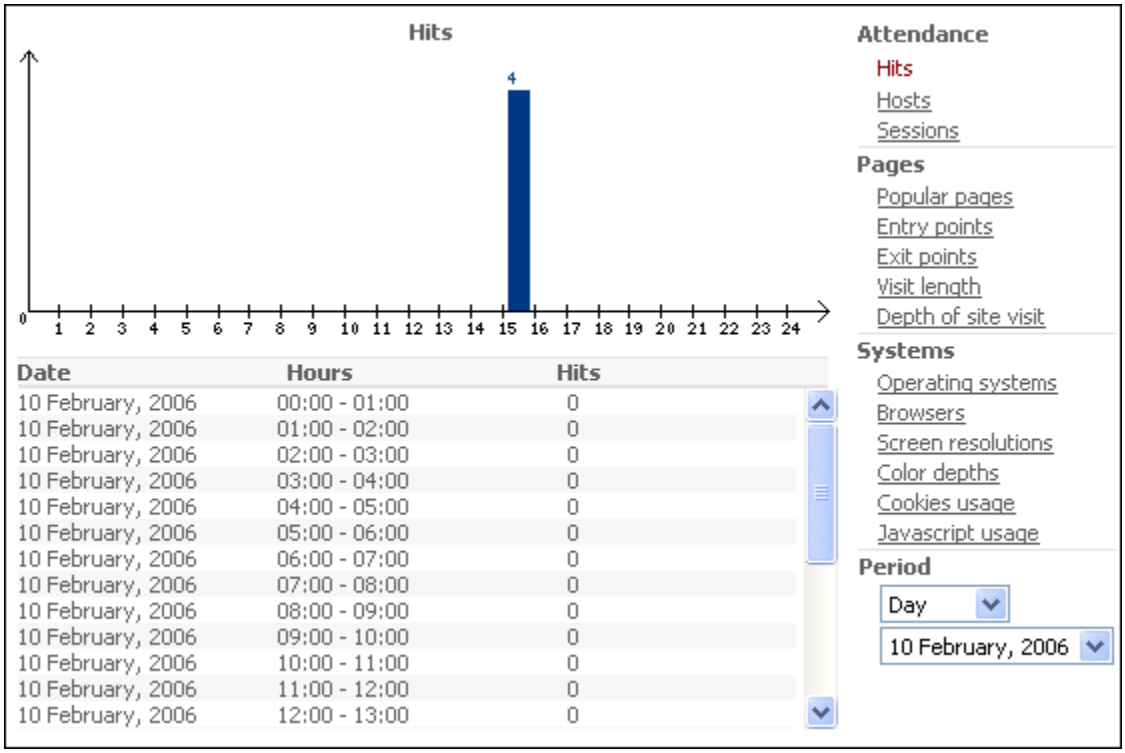
Hits
4
0
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24
Date Hours Hits
10 February, 2006 00:00 - 01:00 0
10 February, 2006 01:00 - 02:00 0
10 February, 2006 02:00 - 03:00 0
10 February, 2006 03:00 - 04:00 0
10 February, 2006 04:00 - 05:00 0
10 February, 2006 05:00 - 06:00 0
10 February, 2006 06:00 - 07:00 0
10 February, 2006 07:00 - 08:00 0
10 February, 2006 08:00 - 09:00 0
10 February, 2006 09:00 - 10:00 0
10 February, 2006 10:00 - 11:00 0
10 February, 2006 11:00 - 12:00 0
10 February, 2006 12:00 - 13:00 0
Attendance
Hits
Hosts
Sessions
Pages
Popular pages
Entry points
Exit points
Visit length
Depth of site visit
Systems
Operating systems
Browsers
Screen resolutions
Color depths
Cookies usage
Javascript usage
Period
Day
10 February, 2006

Figure 46: Viewing Statistics

2 Select a reporting period from the Period group lists.

3 Select one of the statistic categories you would like to view using the links on the right side:

- Attendance statistics includes the following reports:
  - Hits displays the total number of hits on the pages of your website during the reporting period.
  - Hosts displays the number of unique users (with unique IP addresses) that visited your website during the reporting period.
  - Sessions displays the number of hits on the pages of your website if the time elapsed between the two hits exceeded 15 minutes (that is, the duration of an average user session is 15 minutes).

These reports include hystograms, where the *y* axis is the number of hits (hosts or sessions) and the *x* axis is hours. Using this information, you can define "peak times" when your website was visited by the largest number of visitors.

- Pages statistics includes the following reports:
  - Popular pages displays the list of the most popular pages of your website. The table displays the page name, number of hits on this page, and the percentage of hits on this page of the total number of hits on your website.
  - Entry points displays the list of pages on which users enter your website, that is the first pages in user sessions. This indicates if users mainly enter through the home page or whether they access your website from other pages, possibly through their bookmarks or through external incoming links from other websites.
  - Exit points displays the list of pages where users leave your website, that is the last pages in users paths.
  - Visit length displays the time (in minutes) users spend on your website. This report includes a pie chart and a table, which displays the number of minutes users spend on your website.
  - Depth of site visit displays the number of pages users visit during one session.
- Statistics on user systems includes the following reports presented as pie charts:
  - Operating systems displays the types of operating systems running on user computers.
  - Browsers shows what browsers are used by users to view your website.
  - Screen resolutions shows what screen resolutions are set up on the computers of your visitors.
  - Color depths shows what color quality is set up on visitors computers.
  - Cookies usage shows the percentage of visitors who use/do not save cookies.
  - Javascript usage shows the percentage of visitors who have/do not have Javascript support.

CHAPTER 5

Publishing Website

To publish a website means to copy the web page files to a special directory on a web server.

To publish a website, click the Publish tab. You will see a link to the temporary storage of your website files. Your website is now saved as a *trial* website in a temporary storage directory on the SiteBuilder server. Follow the instructions on this tab on how to publish your website. Generally, the procedure is as follows:

On the Publish tab, you will see an automatically generated website identifier. Using this link to the trial website, which might look like http://site_identifier.sitebuilder.hosting_provider.com, you can later return to your website, edit it and publish (about editing your website, see the After Publishing chapter (see page 67), later in this guide). The password for editing your website is the one you have set up on the Extra tab (the Password button in the navigation pane). Change the website identifier to some name you can easily remember and click Change My Site Identity. To send your website identifier and password at the e-mail address, click Send Site Information to Your E-mail.

4 Purchase hosting services using the link provided on the Publish page. After you purchase hosting services from your hosting provider, you will receive a domain name. Tell the SiteBuilder Administrator the domain name where your website will be hosted. The SiteBuilder Administrator will enter this domain name in the publishing properties for your website in the SiteBuilder Administrator Panel.

5 Enter the link to your trial website in the address bar of a browser. Enter your password in the Password field. Your website will open. Click Edit at the top of the page. The SiteBuilder Wizard will open. You can either edit the content of your website or go directly to the Publish step. Click Publish website. The content of your website will be transferred to the server where your website is hosted. After publication, your website will be available on the Internet.

Attention! Be careful when publishing your website because your old files will be overwritten with the new files during the publishing process.

CHAPTER 6

After Publishing

It is critical to keep the information on your website up-to-date. You can add news, edit the content, and provide information about new products and services. If your website is updated on a regular basis, Internet surfers will see that you care about your image on the world wide web. Using the SiteBuilder Wizard, you will be able to edit your web pages and add new content.

You can easily add new pages, edit the old content, and publish your website at any time using the SiteBuilder Wizard.

To edit your website through the SiteBuilder Wizard

1. Open your website in the SiteBuilder Wizard:
   - You can launch SiteBuilder from the website of your hosting provider and enter your website identifier and the password in the authorization screen.

   OR

   - Enter the URL to your website in the address bar of your browser and enter the password in the Password field.
2. Your website will open. At the top of the page, click Edit. The SiteBuilder editor will open in the new browser window.
3. Edit your website: you can change the current design, add new pages, edit the content, insert new modules and pictures, and so on.
4. Open the Publish tab. Click Publish. The new content will be transferred to the location where your website is hosted. After the publishing operation is completed, the updated website will be available on the Internet.

Attention! Be careful when publishing your website because your old files will be overwritten with the new files during the publishing process.

CHAPTER 7

Glossary

BROWSER

A browser is a software application that lets you access information on the Internet. Browsers can read HTML and send HTTP or FTP requests for services on the Internet. Browsers are usually associated with the World Wide Web portion of the Internet.

FTP

FTP, or File Transfer Protocol, is a method used to transfer files to (upload) and from (download) a remote server. You can use the FTP command to:

- Copy a file from the Internet to your PC
- Move a file from your PC to the Internet
- Rename an existing file
- Delete a file
- Update an existing file with more recent data

HOST

In a network, a host is usually a computer that stores software applications and data that may be accessed or retrieved by other users. But a host can be any addressable device on the network, not just a computer. The host provides services to other computers or users. An Internet Service Provider may also be referred to as a Web hosting company.

HTML

HTML, or HyperText Markup Language, is a standardized language for presenting information, graphics, and multimedia on the World Wide Web. HTML consists of hundreds of codes, tags, and symbols that define the type of information and how it should be displayed in a browser. HTML is universally understood on a wide variety of platforms.

IP ADDRESS

An IP address (Internet Protocol address) is an internal number that identifies a host on the Internet or a network. IP numbers are invisible to end users, replaced in your user interface by the more familiar domain names and URLs.

URL

A URL is a Uniform Resource Locator used to identify an organization or domain on the Internet. URLs are standardized names that are typically found on the World Wide Web portion of the Internet. URL addresses identify domains on the network.